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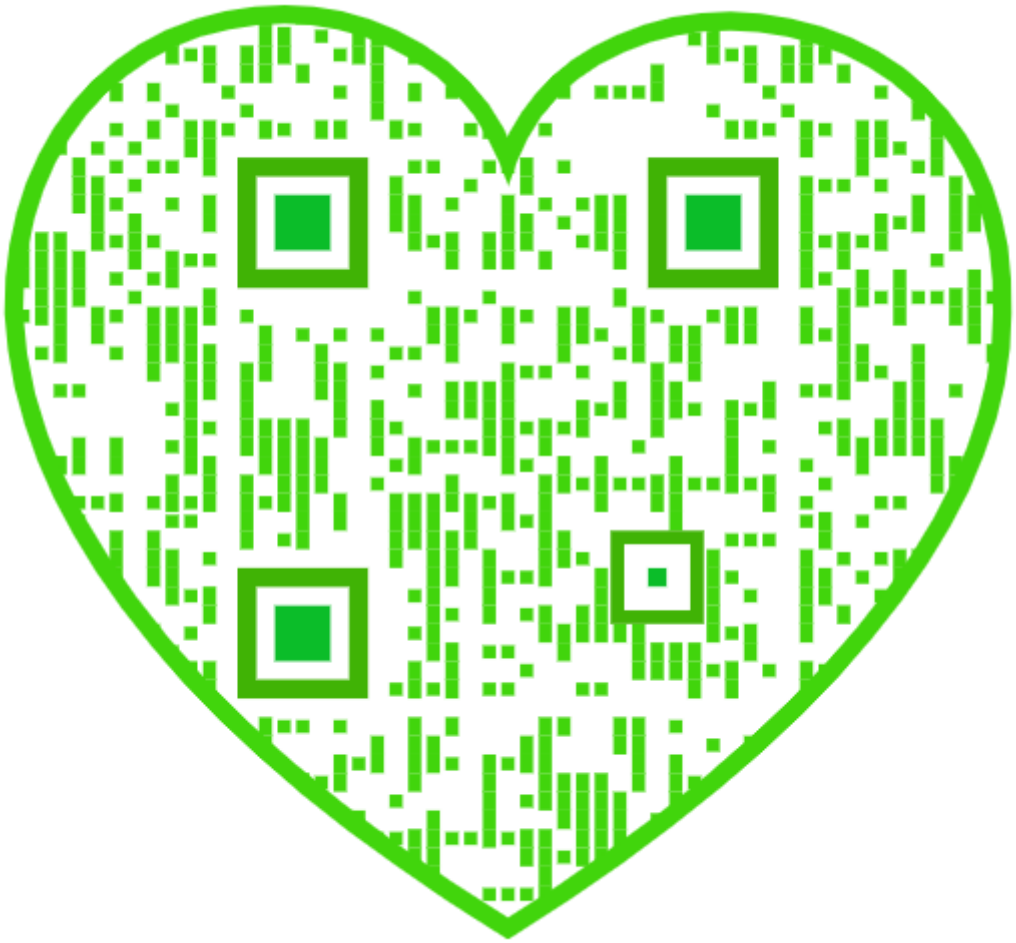

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CONTENTS OF REEL 178

1) The Tobacco world, v. 39, 1919
MNS# PSt SNPaAg178.1

Title: The Tobacco world, v. 39

Place of Publication: Philadelphia, Pa.

Copyright Date: 1919

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130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
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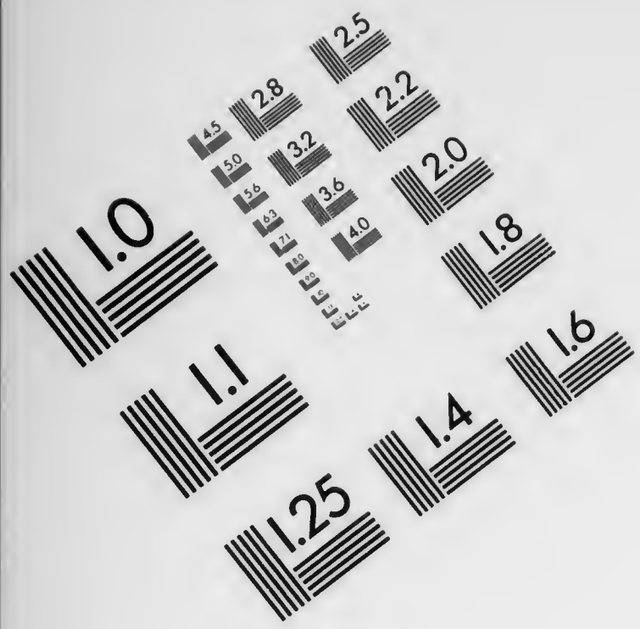

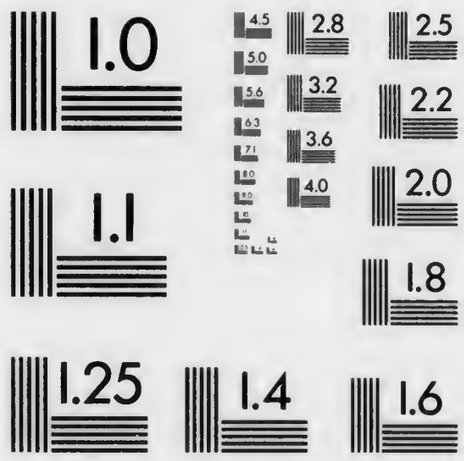

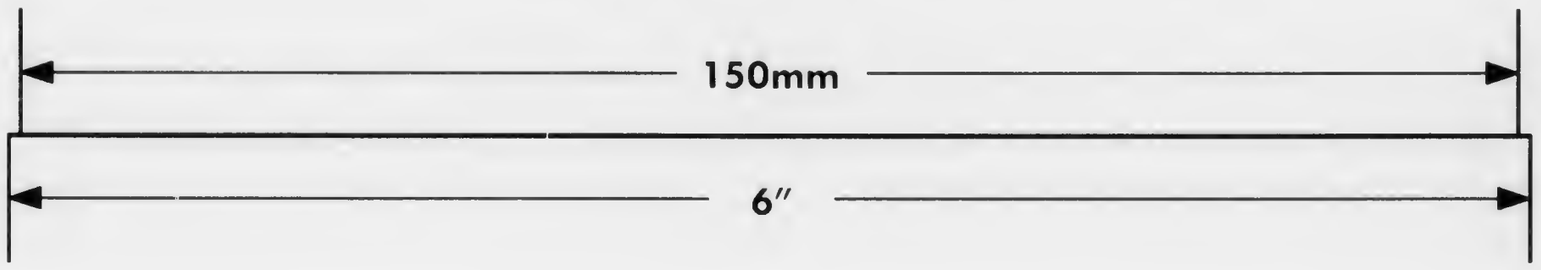

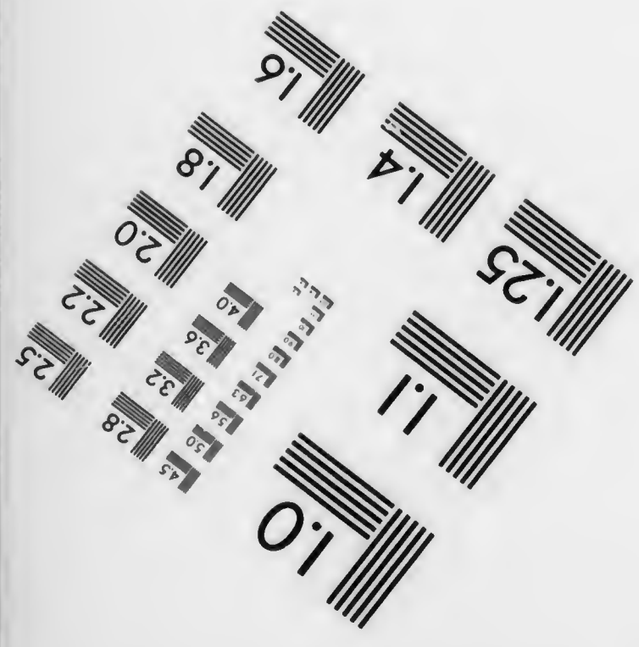

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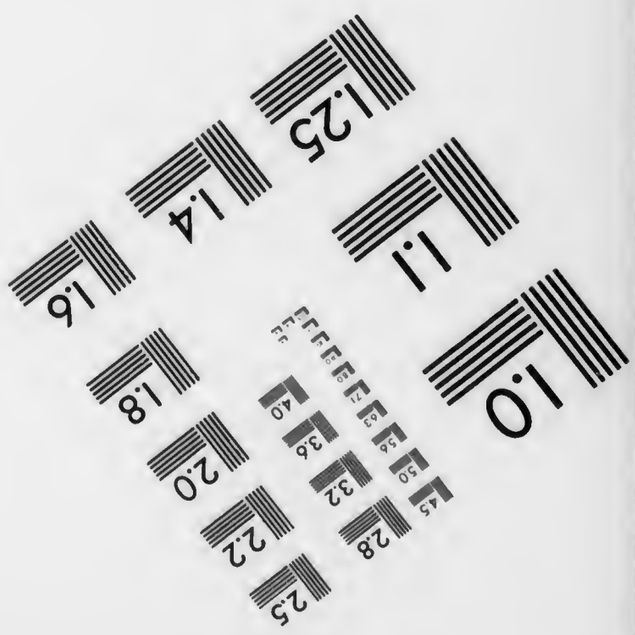

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Volume 39

1919

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VOLUME 39 NO. 1

The TOBACCO WORLD

JANUARY 1, 1919

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Flor de MELBA The Cigar Supreme

Mr. Dealer:—A box of JOHN RUSKIN and FLOR DE MELBA—the Cigar Supreme, on your show case will increase your business. We recommend that you carry a supply of them.

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Largest Independent Cigar Factory in the World

Volume 39

THE TOBACCO WORLD

Number 1

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, January 1, 1919 Foreign $3.50

Financing Our Foreign Trade in Tobacco—Some of The Essential Factors

By Alfred Thomas Marks

THE overseas trade with which our tobacco industry is today face to face, as the result of the transition from war to peace conditions, is a problem of so many sides, and involving so many related considerations—all of them of essential importance—that we would do well to apply ourselves to an intensive and serious study of the situation without further delay. Instead of peace conditions simplifying the proposition, as many may have hoped that they would do, they seem to have added additional phases which we must take into intelligent consideration. One of these—and not the least important, by any means—is *the financing of our foreign trade.* By which is meant the furnishing of the capital by which we may in the years to come, and now at hand, build up what we must have—the dominating place in the world's foreign commerce in manufactured and unmanufactured tobaccos.

This is a suggestion which will doubtless open an entirely new line of thought for many of our manufacturers in these lines, especially those who are looking toward export trade. It has been no unusual thing in the years past to hear a tobacco manufacturer say that he could not afford to go into foreign trade because he "had not enough capital," or we have heard the small exporter say that he could not go into export business in a large way—"it requires a lot of capital." A cigar manufacturer made the statement a short while ago that he had "turned down" a large European order because it would tie up over $8000 of his money indefinitely—possibly for a year, certainly for six months. "A few such orders would put me out of business," he said. And, not having large available capital, they probably would. Incidentally, the order was filled by another American manufacturer.

What about the financing of our foreign trade, so that we can keep our capital here at home working for us and helping to enlarge and extend our producing facilities and increase our output?

When I asked Assistant Secretary of Commerce Edwin F. Sweet for his views along this line, he said:

"I can readily see that if our manufacturers of tobacco and tobacco products have in mind anything like a comprehensive foreign trade programme from this time on—and I presume that they have—it will run into big money, especially in the initial stages, and the matter of financing it, as a general proposition, will be well worth carefully investigating and planning for. In merchandise of this character, where quantity shipments are usually large, it would not require long to tie up millions of dollars in goods, and with the great majority of the manufacturers it must necessarily be a matter of quick turnover of their goods in order to keep going on a profitable basis. Of course, this would not, in the same degree, apply to the largest manufacturers, who can finance themselves and their own trade, and are today doing so; but in even these cases it appears to me that if they could do their foreign business through a strong and responsible organization for foreign trade, paying a commission or percentage on the business, it would free their capital for such other uses as their operations demand. So that, looking at it in a large way, if our tobacco manufacturers and exporters were to transact their foreign business through an organization or association which would either handle it entirely or advance the money requisite to carry it on, it would prove most helpful. Several of these organizations have been formed in the East and the Middle West since the enactment of the Webb-Pomerene law permitting such organizations to operate. In the first case, the procedure would not be greatly dissimilar to that followed in shipping through regular export commission houses. The goods are turned over to these commission concerns, most of which are in New York, who pay the manufacturer the amount of the invoice on delivery to them of the goods, and attend to all the details of shipping, waiting for their money from the foreign purchasers. For this they are paid a commission by the shippers, who are thus relieved of all risk, annoyance, trouble and work connected with foreign trade transactions, and have the immediate use of their money, not being required to wait for an indefinite time, as they would have to do if they delivered the goods direct to the buyer.

"The other plan—and this seems to be the most popular with our exporters in many lines—is to conduct overseas trade on capital furnished by an organization or association such as I have referred to, which is largely in the shape of a loan for which interest is

paid, and which is repaid when the cash is realized from the foreign sales.

"The reason the latter plan is the most favored is that it enables the United States seller and the foreign buyer to do business directly, thus giving a better chance to build up a permanent and substantial foreign trade. In doing business through an export commission house there is the third party introduced into the transaction and figuring therein, which has an inevitable tendency to affect the direct trading to a considerable extent. This has been tried out, with the result named, by many of our exporters in many lines of trade.

"Cigar and tobacco exporters in some of the other countries where tobacco is not a government monopoly have a distinct advantage over our manufacturers and exporters in that their foreign trade organizations —and they all have them—are in part supported (or subsidized) by Government funds, and the Government is really a partner in the transaction of the business, assisting thus to finance the trade, but without any share in the profits. This we have not in this country, and probably will never have in just this way, so we are compelled to adopt other plans and methods.

"I think it will be the part of wisdom for our tobacco exporters to make a thorough investigation of the more approved methods for financing foreign business, and thus guard against tieing up a vast sum in foreign hands which might much better be utilized in their trade operations here in increasing output and perfecting facilities to still further strengthen our grip on the world trade in these lines, on which we now have such a remarkably good start.

"I would like to bring to the attention of our tobacco products exporters the project of an Indianapolis concern, which has been laid before the Department of Commerce, and which seems to meet a condition of our foreign trade which should work out greatly to the advantage of our exporters. The plan is to establish in each of the large cities, or distributing points, of the largest foreign countries exposition buildings where samples of various United States products will be on exhibit and orders for same taken by the management and forwarded to the manufacturers here. Just how much this would mean to our American exporters is appreciated by the Department of Commerce, which is thoroughly familiar with the viewpoint and ideas of the great mass of foreign buyers, who will readily and largely buy of our products when they are 'shown,' but who naturally hesitate somewhat at being told or in reading printed matter, no matter how glowing in description. By this scheme catalogues and advertising matter are not necessary; the articles themselves will be exhibited. The development of the plan, as outlined to me, would later on embrace the carrying of a small stock of the goods in addition to the samples shown, so that orders could be filled 'right off the bat,' as the saying is. The plan, as at present mapped out, would be put into operation by a largely capitalized corporation, or by Government assistance, which latter, according to present prospects, is unlikely to be extended. The idea seems to be a good one, and while we are digesting other plans for rolling up a robust foreign trade in our manufactured and unmanufactured tobaccos, it may be well for our manufacturers to think it over.

"I am glad to be able to say, in this connection, that the transportation question—one of our troublesome old bugaboos—seems in a fair way to settle itself, and once we are relieved of the necessity of forwarding army supplies and equipment to Europe, and get our boys back home, we will be ready to start on the programme of utilizing our new commercial marine and the airplane fleet for sending our goods everywhere. Airplanes? Why not? We have over 11,000 planes and a large corps of well-trained fliers, for all of which jobs must be found. We have done many wonderful things, and we have just started to show the world what we can really accomplish when we go to it in good old U. S. A. style."

It should be realized by our tobacco exporters that the United States has won something in this war the worth of which cannot be measured, for it is beyond price. It has won the good will of the world—the greatest trade asset a nation can have. The whole world wants to trade with America! As a matter of fact, it *must* trade with us for a considerable time, for from no other source can it obtain so readily, if at all, the raw and finished products, and the financial accommodations it can get here, and here only.

Foreign trade is the life-blood of international health and greatness. The world right now needs everything America can supply—and all of our factories and manufacturing plants working at their capacity for the next two years, at least, cannot meet all of the demands the world will make on them.

We may reasonably expect some slight unsettlement here and there in changing over our industrial equipment from war to peace needs, but nothing more, for we have good days, active days, extremely prosperous days ahead of us for years to come. When in the fullness of time the factories and manufacturing plants of our European competitors are once more converted back from war-work products to their former lines of trade we will have had at least a year's start in the race for world trade. That ought to be enough to give us the dominating place in all markets and under all conditions.

The Deadly Cigarette

That the cigarette is sometimes deadly to somebody is indicated by what Judge Galloway, a Y. M. C. A. worker in France, said in an appeal for more war work funds. Y. M. C. A. workers distributed three million cigarettes and two tons of chewing tobacco among the American troops before they started their push on the St. Mihiel salient. The anti-cigarette hot-air artist, who addresses Young America on the evils of tobacco, is going to have a tough experience. How about a "St. Mihiel" cigarette, all American? No charge for the suggestion.

A Good Resolution For 1919

THE trade anticipates and expects that 1919 will prove a banner year for the industry. Indications are that these hopes will be realized. They will not be realized, however, without hard work and persistent effort. Education and information are necessary vanguards to every commercial expansion. In every field of progress the trade paper looms large as an introducer and a producer of business. It gathers the threads of information from the various sources of the trade and collates them for the benefit of the entire industry. It reaches where the salesman cannot, and when the salesman cannot.

We believe that one of the most effective movements in the trade in 1919 would be one in which the manufacturers and jobbers would join energetically to induce the dealer to become a trade paper reader. There are enough trade papers in the tobacco industry for a dealer to find one that suits him, and they are different enough to meet any taste. We are not so much concerned with whether he reads "Tobacco Leaf," "Tobacco" or Tobacco World, as we are with the fact that he reads a tobacco trade paper.

Back of selling a subscription to a dealer to any trade paper lies the important necessity of inducing him to *read* a trade paper. The fundamental thing is to educate the dealer to his need for a trade paper, to show him how it can help him, to urge him to read it carefully and to make use of the service that it is willing to render.

By securing a greater circulation of trade papers the manufacturers and jobbers will enormously expand their field of influence. This very day numerous salesmen are preparing to begin to start a new year with a new firm and perhaps a new brand. They may be called upon to go into their old territory with a product never before distributed there, or they may be called upon to go into new territory with an established brand. In the first case the personality of the salesman and the strength of his acquaintanceships will be largely responsible for the initial orders, while on the other hand the prestige of the goods will be coupled with his selling ability. Trade paper advertising would greatly increase the selling ability of the salesman in either case.

And with trade-paper-reading dealers there is a better meeting ground for salesmanship than where the tobacconist does not read a trade paper. In the one case the dealer is thoroughly informed as to conditions. His business problems have been reviewed for him from many angles. He is able to make his purchases intelligently and with some certain knowledge of conditions. But with the dealer who does not read a trade paper the salesman is met with objections that are individual. This dealer gathers his information from the salesman or manufacturer. They are personal opinions and carry some weight, and are, therefore, hard to combat. The trade paper in an expression of its opinion has interviewed not one salesman or manufacturer, but has gathered together the views of twenty or thirty manufacturers. And, therefore, the trade paper's opinion is broader and more intelligent. The expression is better balanced.

The trade papers can do an enormous amount of work for the manufacturers that is today placed on the shoulders of the salesman, but unless the manufacturer can be induced to co-operate by urging the dealer to read some trade paper, his individual burdens will not be greatly lightened.

We who read our newspapers morning and evening, and our many magazines, do so either for information or pleasure, or both. And we must benefit greatly from it. We are certainly more intelligent and better informed than those who do not. And if this is true, why is it not greatly to the benefit of the industry to see that there is not only a greater distribution of trade papers, but that they are *read*. Trade-paper subscriptions at present rates are a loss, so that unless the subscriber reads the paper there is no benefit for the advertiser. The man who spends his money for a trade paper and who does not read it, is doing no favor to that publication. Circulation is of no value without readers, and a small circulation which is 99 per cent. readers is worth very much more than enormous circulation, the subscribers to which do not remove the wrappers.

The more trade-paper *readers* there are, the more activity there will be in the industry, and the quicker and the greater its expansion. If you are a trade-paper reader, why not help our own business by suggesting to those who do not read trade papers that they should get a sample copy and see how much they can get for their money. As we have said before, there are enough to meet all tastes and all pocket-books. A good New Year's resolution for manufacturers, jobbers, dealers and salesmen is to boost your favorite trade paper in 1919.

A Message To Cigarette Machine Makers

The editor of "Tobacco," London, England, said in the December number:

"If all the tobacco in America lay in manufacturers' premises today it would only be tantalizing. For tobacco alone is not all that is required. The most pressing need next to tobacco is cigarette-making machinery. The labor difficulty will gradually settle itself and is a matter in which the makeshifts now resorted to can be continued. But no really fundamental remedy for shortage can take place without more cigarette machines. The war caught us without an inkling that Tommy would plump for the cigarette as against the pipe. He has done so. Civilians have loyally followed his example. The cigarette machinery employed has been worked often enough at a lower efficiency than normal owing to labor difficulties. But there is not enough machinery to do the work. And facilities for increased availability of cigarette machines are wanted."

TRADE NOTES AND NOTICES

The Cliff-Weil Cigar Company, of Richmond, Va., has increased its capital stock from $50,000 to $100,000.

The General Cigar Company distributed five thousand "White Owl" cigars on Christmas Day among the wounded soldiers in the debarkation hospitals of New York.

A harbor for ocean steamers is to be constructed at Belemar, near Medar, the capital of the east coast of Sumatra, where the wrapper tobacco is grown. The work will cost about four million dollars.

The R. J. Reynolds Tobacco Company declared regular quarterly dividends of 1¾ per cent. on its preferred stock, and 3 per cent. each on its common and class "B" common stocks, all payable January 1 to stockholders of record December 20.

We desire to call attention to the announcement on page 4 of the Gafla Sumatra Company, of Quincy, Fla., of Florida and Georgia shadegrown wrappers, and the new "combination" wrappers grown under a combination of slat and cheesecloth shade, with irrigation. From the samples, these products look like sure winners.

The M. A. Gunst Branch of the General Cigar Company has discontinued the operation of its plant at Tampa, Fla., and the plant will be taken over by Pancho, Arango & Company.

The General Cigar Company will continue the manufacture of the "La Diligencia" cigar, which will be made by Corral, Wodiska y Ca., of Tampa.

The "44" Cigar Company's factories are still very busy trying to catch up some of the back business on the "Adlon" cigar before the first of the year, and conditions are in good shape in both brands for the start of the new year.

Items of interest to their friends mention Tillman Funk, the middle and southwestern representative of the company as reporting from France, where he is a member of the American Expeditionary Force, that the "44" cigar is very popular in Paris. W. H. Nicholson has been trying to shoot ducks in Virginia for a week. They are scarce and hard to get. E. F. Witmore reports from New York State a constant increase and is planning an extensive advertising campaign for Buffalo and Northern New York on "Adlon." I. Finkelstein, of the Imperial Cigar Company of Scranton, and John F. Kauffman, of the W. H. Strauss Tobacco Company, report sales beyond their expectations for 1918, and have placed large orders for 1919, on both brands. C. D. Ogden, of Rochester, N. Y., is another large advance buyer.

A special meeting of the stockholders of G. O. Tuck & Company will be held January 11, 1919, at 66 Liberty Street, New York City.

Kobe, Japan, is the principal port of export for matches, and it sent two million gross of boxes to the United States in 1917. Prices for the best grade have gradually risen from $12 for 50-gross cases before the war to $28 and $30 per case.

At a meeting of the Chicago Retail Cigar Dealers' Association, there was exhibited 9676 petitions, bearing more than 100,000 names. The petitions, urging that smoking be permitted on the surface and elevated cars, will be presented to the Chicago City Council.

The Pasbach Voice Lithographic Company, Eleventh Avenue and Twenty-fifth Street, New York City, announce that they have a number of labels containing original subjects, designed by their art and engraving departments. Those interested can obtain samples and full particulars by communicating at once with the firm.

We extend to the Jefferson Leaf Tobacco Company, of Sparta, Wis., with the compliments of the season, our most sincere thanks for the beautiful and artistic calendar they have sent us for a New Year's gift. The picture of the nurse is as divine in conception as a Madonna of Raphael, and the coloring, to the modern artistic sense, far superior. "The Angel of the U. S. Army" is worthy of a place in any gallery of the world.

The Charles F. Noyes Company has sold for Leonard H. Cohn to H. Duys & Company, Incorporated, for many years located at 170 Water Street, 142 Water Street, a five-story and basement building with electric elevator, steam heat and all improvements, covering lot 25 x 103, and located between Maiden Lane and Pine Street. The property was valued at $50,000, and the purchaser pays all cash for the building, which is considered one of the best buildings in the tobacco district. It is especially equipped with humidors and has three large tobacco sample rooms. prominent wholesale tobacco firms in the country, their principal business being the importation of Sumatra and Java tobacco. The building just purchased by the H. Duys & Company firm is now under lease to the American Sumatra Tobacco Company. When possession is secured, this firm will make extensive improvements, and the building will be remodeled along the lines of the buildings occupied by the East Indian tobacco importers in Amsterdam, Holland, the architecture of which is very similar to the original buildings of New Amsterdam in pre-colonial times, built by the old Dutch East Indian Company, the traces of which can still be found in downtown Manhattan.

War Trade Board announces tobacco leaf has been removed from List of Restricted Imports No. 2. Licenses will be issued freely, it is stated, when applications are otherwise in order, for the importation of leaf when shipped from any primary or overseas market on or after January 1.

CLARENCE L. LINZ.

The annual dinner of the Tobacco Salesmen's Association of America will be held at "Little Hungary," New York City on Saturday evening, January 4.

The export of cigarette paper from the Paris, France, district to the United States in 1918, amounted in value to $4,780,189, against $3,798,907 in 1917, an increase of about a million dollars, covering in each case a period of January to September, inclusive.

The report for November of the Deputy Internal Revenue Collector of the Tampa District, shows a very remarkable advance in the demand for 15, 20 and 25 cent cigars. On account of the shortage of labor the total collections showed a considerable decrease from November, 1917.

Articles of incorporation were filed at Albany, N. Y., on December 16, by H. Miller & Company, Incorporated, to deal in tobacco. The capital is one million dollars, and the directors are William R. Dittmar and M. E. Foley, of New York City, and H. Muller, of Jamaica.

The Capital Issues Committee has approved the increase in the common share capital of the Tobacco Products Corporation from $16,000,000 to $20,000,000, which was recently voted by the shareholders. Approval was also given for the payment of the stock dividend of ten per cent., which will be made January 15, to stock of January 2.

The directors of the Tobacco Products Corporation will meet in January for consideration of the common dividend and present plans are to discontinue the payments of dividends in scrip which have been made since April last, when the board felt that circumstances warranted the conserving of cash resources.

The company is now in a strong position with respect to working capital. Bank borrowings are approximately $700,000, and it is expected that by January 1 these will be entirely wiped out.

While the War Industries Board has lifted the restrictions on tin cans for cigars, the Wiedmann-St. Louis Cigar Box Company, of St. Louis, Mo., say that in addition to the facts noted in their advertisement on the back cover, that especially in the West the use of "Damptite" cans has grown remarkably, and that the package is a permanent improvement. In other words, the "Damptite" can has proved its value as a retainer of the aroma of the cigar and being 35 per cent. lighter than tin, is a great saver in weight. It is not a "war substitute," but a business proposition for all time.

A Tobacco Board of Trade has been formed at Paducah, Ky., and arrangements have been made for an open-air market or for an indoor market in bad weather. All tobacco firms in the city have joined the board.

At the annual meeting of the Louisville Tobacco Board of Trade, the following officers were elected: President, W. D. Collins; vice-presidents, H. T. Larimore and F. W. O'Bryan; secretary-treasurer, Helm Grover. Several committees were appointed.

The "Boston Traveler" says: "Those in close touch with the affairs of United Cigar Stores Company of America and the Tobacco Products Corporation say there is little likelihood of a merger of the properties in a combination which will take in also the American Sumatra Tobacco Company."

Slack trading in manufactured tobacco products between the United States and Hawaii at the close of the summer period is indicated by the official statistics for the month of August, 1918, which shows a decrease of 6,706,000 cigarettes, or 71 per cent.; a decrease of 50,000 cigars and cheroots, or 18 per cent.; an increase of 2278 pounds. of plug tobacco, or 32 per cent., and a decrease of 46,682 pounds of smoking tobacco, or 47 per cent., as contrasted with the record for the corresponding month last year. August values decreased $23,420, or 22 per cent.

Wisconsin advices indicate that as the crop is being run off the sorting tables the grasshoppers were pretty hungry and numerous, and the serviceable binder result falls below expectations. Most of this crop was from the southern district, and the northern district is expected to show better.

Stripping has been active and the crop is about ready for delivery at the present date, but there is much uncertainty as to when the buying movement will be resumed. Edgerton quotations in Mid-December were from 20 to 25 cents, for about a half-dozen crops, but none of the large operators appear to have been in the market so far.

To date the various tobacco-growing districts of Cuba have shipped to the Habana market some 440,063 bales of tobacco of the new crop. Included in these shipments are 216,634 bales of the tobacco known in Cuba as "Remedios," the yield of which is unusually large this season.

At present there is plenty of tobacco offered for sale in the market and still a great deal left in the fields. However, as soon as maritime traffic becomes normal and the Scandinavian countries and South America begin to place their orders, existing stocks will be quickly exhausted, and prices may reach extraordinary levels. It is predicted that there will be keen rivalry between foreign consumers and Cuban manufacturers, and that these latter will be obliged to bid high in order to secure the stocks necessary to fill orders lately received by cable and those which are expected to follow during the opening months of 1919. Orders are already on hand from Argentina, Chile, and Uruguay, calling for 17,000 bales of leaf tobacco.

LEAF MARKET JOTTINGS

"The Sacramento Bee" says that in Placer County, California, at Auburn, $8000 worth of tobacco was grown on twenty acres of land. The crop yielded 8000 pounds, and brought an average price of $1 per pound. The growers were offered 85 cents for the Greek variety and $1.15 for the Turkish by one firm and $1 straight for the entire crop by another firm.

In New England there was no merry Christmas among the tobacco growers, as the great majority of them had received no calls from the buyers. With the best crop in years, they had expected a rush for it. On the contrary, the buyers are willing to wait until the growers are ready to come down in their expectations. Some of the crops in Connecticut have been sold at 41 to 47 cents, but the prevailing offer is 35 cents flat. A recent official report of the 1918 New England shade-grown tobacco crop places the yield at 7,467,000 pounds, an increase of 1,600,000 pounds over last year. So that with a large supply and uncertainty in revenue, labor and other conditions, the buyers may be fully justified in taking things easy.

At Paris, Kentucky, average prices compared favorably with those of last season. Quotations are 115,560 pounds for an average of $30.34 per hundred and 25,000 pounds for an average of $32.05. Eighty per cent. of the 250,000,000 pounds of burley tobacco comes from Kentucky. At Owensboro 84,000 pounds of dark tobacco were sold at an average of $16.30, while some high grades reached $39. At Warren County warehouse an average of $10 was offered and rejected by the growers, who withdrew part of their crops, and the same thing happened at Glasgow, where the average offer was $14.50. However, at Hopkinsville the market opened at $15.29, or $2.94 above the opening average last year. At Henderson, 325,000 pounds were sold at $14.70 average. At Greensburg the floor average on burley was $22, and ranged as high as $44.

In Lancaster County, Pennsylvania, the growers have appointed a committee of ten representative tobacco men to investigate marketing methods, with a view to the establishment of a public sales floor, but those who best know the Lancaster County farmer think that anything like a change of method will be very slow of adoption. A few sales have been reported, but no general buying is expected for some weeks, unless there is a general break. A number of sales were made at Lititz at fifteen cents, others were reported at twenty cents and another at eleven cents. These sales were widely scattered and small in the aggregate. The price of cuttings dropped to sixteen cents and advanced again to twenty cents. The demobilization of the army is expected to add largely to the ranks of the cigar-makers, which will aid in bringing the market to a normal condition

At Lynchburg, Va., quotations based on actual sales are: Lugs, $14 to $19; leaf, $17.50 to $27; dapple leaf, $20 to $28, and wrappers, $27 to $40. At Huntington, W. Va., the average price was 28 cents and the range from 10 to 65 cents. A large number of crops were sold for more than 30 cents and several at above 40 cents. At Danville from August 15 to December 6 sales amounted to a total of 22,201,786, at an average price of $35.33 per hundred pounds.

In Tennessee the general market is not expected to open until the new year, but at the mid-December opening of the Planters' Loose Leaf Warehouse Company at Gallatin, 80,000 pounds of burley brought an average of $32.19 per hundred, and a number of baskets brought as high as $46, an unprecedented range of high prices. At Clarksville 150,000 pounds dark sold as follows: Lugs, $9 to $15; leaf, $14 to $26. At Hartsville, 53,000 pounds of burley were sold for an average of $31. The highest price paid for dark was $27 per hundred.

The amount of leaf tobacco in the hands of American manufacturers and dealers on January 1, 1918, was 1,176,234,657 pounds, as against 1,044,885,108 pounds held on January 1, 1917, the increase being equal to 12.6 per cent., according to a report of the United States Bureau of the Census. Of the total for 1918, chewing, smoking, snuff and export types formed 75 per cent.; cigar types, 19 per cent., and import types, 5 per cent. The leading individual type was that produced in the "bright yellow" district of Virginia, North Carolina and South Carolina, of which there were reported 428,913,604 pounds, or 36.5 per cent. of the total. Burley tobacco contributed 177,206,800 pounds, or 15.1 per cent., and the tobacco classed as "dark fired," as grown in Clarksville, Hopkinsville and Paducah districts, amounted to 117,118,386 pounds, or 10 per cent.

According to estimates made by the Department of Agriculture, the total tobacco crop of the United States in 1917 was 1,196,451,000 pounds. The leading tobacco States and the estimated amounts grown by them are as follows:

Kentucky, 426,600,000 pounds; North Carolina, 204,750,000 pounds; Virginia, 129,500,000 pounds; Ohio, 99,072,000 pounds; Tennessee, 81,810,000 pounds; Pennsylvania, 58,100,000 pounds; South Carolina, 51,120,000 pounds; Wisconsin, 45,885,000 pounds; Connecticut, 29,540,000 pounds, and Maryland, 22,594,000 pounds. The acreage estimated for these States ranged from 474,000 for Kentucky to 21,000 for Connecticut, and the production per acre from 1400 pounds for Connecticut and Pennsylvania to 630 pounds for North Carolina. The higher yields are obtained as a rule in the localities producing the high-priced types used in the manufacture of cigars.

How I Increased My Cigar Business

By C. C. Johnston

I HAD taken a lease in a fine new office building soon to be completed. In making plans for the fixtures I was confronted by a problem. It was whether I should run an orthodox cigar store or take on such side-lines as news, candies and soft drinks.

One of my friends in the trade, in moving to a new location, had installed a large, modern soda fountain, and was doing well with it. My experience and tastes were against innovations of this kind. I prided myself on being a cigar man. At the same time the matter was not to be passed over lightly. I was to pay a fancy rental. The room was of such size as to accommodate itself very easily to a prominent side-line or two. In the end, though, I decided to stick to the cigar and tobacco business proper.

In this I was influenced by an idea which came to me with respect to an innovation aside from merchandise. The tenants of the big building were of high-class character. Their cigar trade I felt to be my natural field, and one well worth cultivating by special means.

Besides the street entrance, there was a rear door to my room opening upon the lobby, through which every one had to pass on their way to and from the elevators. I partitioned off a space here ten feet in depth and running the full width of the room. This was fitted out with a rug, table, several chairs, some shelving and a few miscellaneous articles, the whole being quite comfortable and inviting, though not suggestive of a lounging use.

To be placed on the shelving and on the table, I procured several dozen volumes of books. The list included a large atlas, a city directory, county directory, State directory, United States industrial directory, directory of corporations, official railway and postal guides, unabridged dictionary, World's almanac, "Who's Who" and other ready reference works. On the wall were several roller maps. The entire list comprising my little "Reference Library," as I termed it, was catalogued on a standard-size blotter, a clean copy or two of which was circulated weekly in every office in the building. Printed on the blotter was a cordial invitation for tenants and their employees to come in and make free use of the library.

My theory was that the library would be a decided convenience to the people of the building and that their appreciation of it would bring me larger patronage and entrench me with them more promptly than if I depended upon the usual course of events. If the library failed to make a hit I could take it out and put the space to some other use. My investment was not large.

I was not disappointed in the force of the little enterprise as a drawing card. Very few offices are well equipped with miscellaneous reference works. Matters come up frequently in which a bit of information from such source is valuable. Frequent use began to be made of the library after I had made my first few rounds with the blotters, and its popularity has continued to increase. Aside from the convenience, the neighborly spirit of the thing made a good impression.

Among regular customers from outside the building are a number I also owe to the library. I do not know how I might have come out with the side-lines, but I am much better satisfied with my prosperous trade in a line which I like and understand than I would be with the same financial results from mixed merchandise.

Big Gain In Manufactured Tobacco Exports

Washington, D. C.

EXPORTS of manufactures of tobacco, during the first ten months of 1918 reached a new high mark for the war period, amounting to $26,061,646, as compared with $12,669,077 for the corresponding period of 1917, and $8,396,688 for the ten months ended with October, 1916.

Of this total, the greater part, of course, was in cigarettes, the exports of which aggregated 10,812,209,000, valued at $20,877,240, against 5,395,429,000, valued at $10,249,129, in 1917, and 3,270,375,000, valued at $5,774,987, in 1916.

The other manufactures exported were cigars and cheroots, plug and smoking tobacco. Cigars and cheroots exported during the period totaled 17,431,000, valued at $704,411, as compared with 1,946,000, valued at $45,610, in 1917, and 1,515,000, valued at $30,667, in 1916.

Plug exported totaled 4,854,925 pounds, valued at $1,785,634, as compared with 4,011,166 pounds, worth $1,147,563, in 1917, and 4,324,160 pounds, valued at $1,211,595, in 1916.

Smoking tobacco exported this year reached a high mark of 4,185,550 pounds, with a value of $2,338,964; exports for 1917 amounted to 1,661,368 pounds, valued at $908,475, and for 1916 to 1,964,223 pounds, with a value of $973,804.

Other manufactures exported totaled $355,397, as compared with $318,300 in 1917, and $405,635, in 1916.

The following table will show in detail the exports of cigarettes:

Ten months ended October

	Number 1917	*Number 1918*
France,	.....	1,089,642,000
United Kingdom,	.....	1,325,483,000
Panama,	59,335,000	43,043,000
China,	3,979,619,000	5,927,488,000
Straits Settlements,	831,823,000	1,115,248,000
Siam,	120,910,000	184,450,000
Other countries,	403,742,000	1,126,855,000

A Store Is Judged By Its Clerks

By Frank Farrington

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THE salesman does not fix the prices or the advertising policies of the store and he is not the man who decides the questions relating to competition. But he is the one to meet customers and they are going to compare one cigar store with another on the basis of the salesmen. The relations of the store with its competitors, as considered by the customer, are governed very largely by the words and acts of the selling force.

The customers who have bought their cigars at one store for years may know very little about the management behind that store, especially if it is a chain store. The salesman stands for the personal element of the store.

The treatment the customer receives at the hands of the salesman in one store is going to be contrasted with the treatment received in a competing store. If the other fellow's clerks are better trained, he may get our trade, even though we have the better goods.

The salesman ought to know about what competitors are doing and the management ought to take the clerks into its confidence, to some extent at least, in regard to the plans being made for the future for meeting competition. Leaving the selling force in the dark about what is being done about competition does not encourage interest in the plans.

No doubt there are times when it is not wise to let any of the plans for the future leak out, but oftener, if the selling force is given complete information, the individual members will appreciate the confidence placed in them, and advance information may help them in heading off competition.

It is not enough for a salesman to know all about his own lines. He will be the better salesman for knowing something about the other fellow's brands, and he ought to know how his own compare with them, quality for quality, price for price, etc.

If you learn what are the talking points used by competing stores to advance faith in their goods, you will know which are mere talking points and which are really important advantages. Many a sale has been lost because the salesman did not know how to meet some selling point or advantage of another line as quoted by the customer.

If it is the part of the manager to keep his salesmen informed regarding anything bearing on relations with competitors, it is the part of the salesmen to take note of anything significant that comes to his knowledge and report it to the manager.

The work of the salesmen does not stop with selling cigars. If he is thoroughly interested, he will note conditions of trade, improvements by other stores, tendencies on the part of customers to try the other fellow's store, claims by customers of cut rates by others, anything having any bearing on the development of competition.

Some salesmen are so much interested in the business and so observant that not the slightest indication of business change escapes them. They see everything that happens and are able to attach a proper value to it. Other salesmen have no eyes for anything but the clock and the pay envelope.

The former class by use of observation grow in usefulness. The latter class find themselves growing in uselessness. The more a man makes himself useful to his employer, the more value will be attached to his services. The less he tries to be useful, the more likely that he will lose his job.

It not infrequently happens that customers ask about brands you do not handle. You cannot afford to misstate facts in replying. Of course it is not to be expected that you will encourage the belief on the buyer's part that other goods are better than yours. In the attempt to be fair it is not necessary to lean over backward. You can be straight without overdoing it.

Give the desired information if you can, but follow it up by pointing out the superiorities of your own line. If you have to appear to speak a good word for a competing line, damn it with faint praise. "That's a good cigar for the money, but we have a brand here that is made from the same leaf in a little finer selection, and it costs you the same price."

Sometimes certain unimportant advantages may be admitted on the part of the other fellow's specialty, only to follow the admission with a statement of the really important advantages on the part of your own goods. You can admit that a patent pipe you do not handle is a good pipe and that its construction makes it quite easily cleaned, but you can go on and show a patent pipe from your own stock which has as good an easy-cleaning feature and some other advantage in addition. Admitting a small advantage on the part of the other fellow's line impresses your customer favorably and causes him to lend a more attentive ear while you bring up your own advantages. But don't admit unnecessarily advantages which you cannot offset.

If a salesman talks about the other fellow in a mean way, or in any manner gives the impression of feeling sore toward him, he will get the reputation of being unfair and narrow-minded. You can't afford to have mean feelings toward competitors, but if you cannot help having them, you can at least avoid giving voice to them. Keep them to yourself. Appear to feel the live-and-let-live spirit which acknowledges the rights and the good qualities of the other fellow while you are hustling your best to keep him from getting your business.

The customer expects you to be enthusiastic about your own goods. He expects you to swear by your own brands, but he does not like to hear you swear *at* the other fellow's brands. We all like to do business with a fair-minded man and we hate to do business with the biased little chap who cannot admit anything good of a competitor. When we get into the hands of a salesman who insists upon condemning the other fellow, knocking either his goods or his methods, we feel like hunting up that other fellow to see just what he may be like. We suspect that he is giving competition reason to stand in awe of him.

Here is an advertisement directed at the soldier boys and their friends. That is nearly everybody these days.

This advertisement pushes the sale of Bicycles for the thousands of quiet evening games at home.

U. S. Playing Card advertisements are reaching 30 million readers. Here are two which will appear in very much larger size than here shown.

The Bars Have Been Lifted!

By the happy outcome of the war all sentiment against gayety and good times has been ended. Already thousands of card clubs are resuming their before-the-war activity. And they will play as before with

BICYCLE PLAYING CARDS

AND

CONGRESS PLAYING CARDS

Demand for the Congress Brand for play, gifts and prizes is rapidly on the rise.

But while there is now no prejudice against any amusement the economic pressure that forces the selection of inexpensive recreation is as great as ever. Living costs as much, taxes are as high, there are as many demands upon the pocketbook as before.

And card playing remains as ever the leader among home amusements—for the quiet evenings—now so common—when there is nothing much doing.

All the advantages that, before the war was over, were making this the greatest of all seasons for card sales, still exist—and organized play by card clubs is picking up.

Be sure of your stock. Have a variety of backs of both brands. And cash in on our national advertising by using strong window displays.

We have some excellent window and counter display material. Write for it.

THE U. S. PLAYING CARD COMPANY

DEPARTMENT 6

CINCINNATI, U. S. A. WINDSOR, ONT.

Tin Plate Situation

Washington, D. C.

THROUGH the abrogation of the Inter-Allied Tin Agreement, American users of tin are again at the mercy of the Rubber and Tin Exports Committee which, prior to the negotiation of the agreement, controlled the exportation of tin from Great Britain and its possessions.

Early last August, negotiations were entered into between the War Industries Board Mission and British Government authorities with a view to arranging an international agreement whereby the world's supply of tin would be controlled and distributed to the allied nations in an economic and efficient manner, so as to insure adequate supplies to all.

An agreement was negotiated between the United States, Great Britain, France and Italy, under which the available world's supplies of tin were allocated to each consuming country in accordance with the ascertained needs of each. The agreement also created an Inter-Allied Tin Executive, whose duty it was to arrange for the purchase of tin at each producing center and allocate such purchases in accordance therewith, it being left to each consuming country to provide its own machinery to pay for and import the tin allocated to it.

Under the tin agreement and the arrangements thus perfected, the American consumers were assured of obtaining their supplies of tin at the same price at the point of production that was paid by the other participating countries and at absolute net cost of import. In view of the fact that there is no tin produced in this country, the tin agreement was a most desirable and efficient arrangement to insure to American consumers supplies of this metal at a price which would compare favorably with the price paid by their competitors in other consuming markets. As a matter of fact it insured American consumers their supplies of tin at a lower cost than that paid by any other consuming market, for the reason that importations into the United States under the tin agreement would be made and distributed at cost, whereas importations into other consuming countries would carry an importer's profit.

Prior to the negotiation of this agreement, the exportation of tin from Great Britain and its possessions was controlled by the Rubber and Tin Exports Committee and export permits were restricted to a limited ring of merchants who thereby enjoyed a monopoly which enabled them to charge premium prices ranging anywhere from 5 to 20 cents per pound or more. The control established by the British authorities in their markets created an abnormal demand in other supplying markets such as the Dutch East Indies and China, which caused those markets to rise to premium prices as compared with British sources of supply. The abrogation of the agreement restores the situation to its previous status, and leaves the Rubber and Tin Exports Committee masters of the situation.

C. L. L.

To Manufacturers of High Grade Cigars

Why do you buy the finest selected tobacco? Why do you pay high prices for fine workmanship?

The answer is very simple, you wish the result to be something fine to be appreciated by and to please the public so your business will increase.

IS THIS NOT A FACT?

Then why not have the finest looking package obtainable in which to place your efforts before the public?

When you have made up your mind to do this (and why not now?), write me or call me on the telephone and let me show you how. Let me make your work for you and have that package of yours just as fine and handsome as your cigars are good.

Fine lithographic work is an art!

Also remember the sanitary gumless band, which is the only thing which should interest you today, outside of that handsome package.

For service in my line and recalling the old watch-word, "EFFICIENCY," I remain,

Very truly yours,
GARRETT H. SMITH.

GARRETT H. SMITH United States and Canadian Representative

106 E. 19th Street New York City

Telephone: Stuyvesant 7476

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality - and quality alone

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

KELLY'S BOUQUET
Key West Cigars
DISTINCTIVE AND MILD
Manufactured by Cuban experts on the Island of Key West (just 89 miles from Havana)
Selected Havana Filler with Genuine Shadegrown Wrappers combine to make a cigar of
EXCEPTIONAL CHARACTER AND MILDNESS
Attractive Line of Shapes at
10c—2 for 25c—15c and 20c
HAVANA-AMERICAN CO.
(Branch American Cigar Co.)
111 Fifth Avenue - - New York City

Tobacco In San Domingo

ACCORDING to a report by Consul Arthur McLean, Puerto Plata, after cacao, tobacco is the principal crop in the Puerto Plata consular district, which comprises the northern half of the Dominican Republic. It ranks third among Dominican exports, sugar being first.

The leading tobacco-growing Provinces are Santiago, Puerto Plata, La Vega and Espaillat. The town of Santiago de los Caballeros is the center of this industry, where most of the tobacco is brought in to be sorted and repacked, and Puerto Plata is the port through which most of it is exported. Moca, in the Province of Espaillat, La Vega, the capital of the Province of the same name, and Navarette, in Santiago, are also important centers of the tobacco trade. It is estimated that about seventy-five per cent. of the crop is grown in the Province of Santiago and fifteen to twenty per cent. in Puerto Plata, and the remainder is about equally divided between La Vega and Espaillat.

It is a local custom to plant tobacco seeds on St. Andrew's Day, the 30th of November. The seedlings are usually transplanted in January. If weather conditions are favorable, the crop should be harvested in March and April, before the heavy rains commence. The exporting season is from July to October, both inclusive.

The tobacco crop is usually bought from the growers through brokers, who work for account of packers or exporters in the towns, charging them $0.50 a bale commission. There are from 300 to 400 brokers, some 40 of whom are of importancee.

The tobacco comes in from the farms in strings, known as "sartas," and is then bunched by women in "hands" according to lengths. It is repacked in new seroons, headed in with palm, and tied over the mouth with native fiber twine. The cost of handling thus described is usually about $2 per seroon, but this varies with the constantly fluctuating price of the materials used in packing.

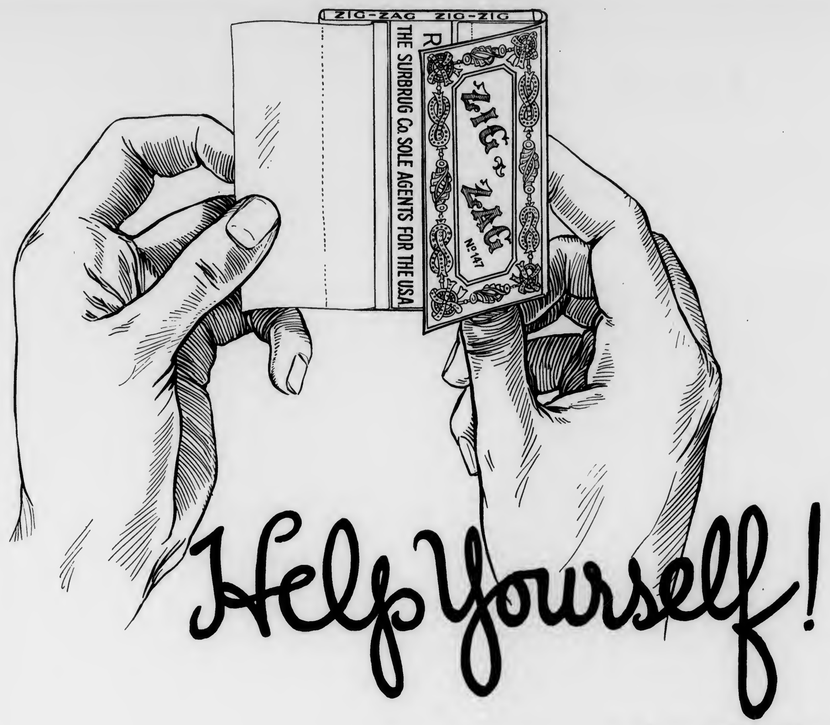
There are two types of tobacco, one known as "criollo," the other as "tabaco de olor," which latter is made into cigars and cigarettes for domestic consumption. The type known as "criollo" usually comprises about 80 per cent. of the crop.

Two railroads serve the tobacco region, the Samana & Santiago Railroad, which connects Moca and La Vega with Sanchez, and the Dominican Central Railroad, which runs from Moca through Santiago and Navarette to Puerto Plata. The present rate from Santiago to Puerto Plata is $9.50 plus 25 per cent. per ton of 2240 pounds, and $12 plus 25 per cent. from Moca to Puerto Plata. The rate from Moca to Sanchez is $15 per ton flat.

The ocean rates were formerly $15.81 per ton by the Hamburg-American Line to German ports and $19.46 to other neighboring European ports. The rate to New York by the Clyde Line was formerly $10.50 per ton, against the present rate of $22 for the same quantity.

Prior to the war the tobacco industry was controlled by German firms in Bremen and Hamburg. They advanced money to the packers and the latter

(*Continued on Page 18*)



Help Yourself!

and go after the man who rolls his own. There are more of him every minute.
Go after him with Zig-Zag Cigarette Papers. He knows!
Imported Rice Paper—every sheet clean and fresh—no waste, tearing or gummy jagged binding—an improvement to any tobacco. Might just as well carry the best!

ZIG-ZAG
CIGARETTE PAPERS
Made in France by Braunstein Freres. Tobacco Products Corp., N. Y., Sole Agents for U.S.A.

1919
Greetings

That the New Year will
Crown your efforts with
HEALTH,
HAPPINESS
and PROSPERITY
is our sincere wish

"44" CIGAR CO., Inc.
PHILADELPHIA
U. S. A.

Tobacco In San Domingo

(*Continued from Page 16*)

through brokers to the farmers. The prices obtained were so low that they hardly covered the cost of production. Owing to the low prices, Dominican tobacco has always been in demand in Europe. It does not enter into competition to any extent with the American, but may be compared in quality and uses to Brazilian, Sumatra and Colombian tobaccos. Almost the entire crop was shipped formerly to Bremen and Hamburg, where some was repacked and classified, and much was reshipped as it arrived. A large quantity was consumed in Germany and most of the remainder was reexported to Austria, France, Spain, Italy, Algiers, Sweden, Holland and Switzerland. It is used in Europe chiefly as a pipe and cigarette tobacco.

The bulk of the tobacco is now purchased and exported by an Italian firm in Puerto Plata and two American houses in Santiago de los Caballeros [whose names may be obtained from the Bureau of Foreign and Domestic Commerce or its district and co-operative offices upon referring to File No. 108112]. Since the war most of the tobacco has been shipped by these houses, either direct or through New York to Spain, France, Italy, Algiers, Holland and Switzerland.

SUBSTITUTE TO AID INDUSTRY

Washington, D. C.

The Chemical Division of the War Industries Board has just made public the fact that the Mellon Institute, working in co-operation with the Division, discovered a substitute for glycerine for use in chewing tobacco. "This discovery," the announcement states, "was the result of efforts to aid the tobacco industry of the country after it had become necessary for the Government to take over all glycerine supplies for the manufacture of explosives.

"This institute, which is endowed, is maintained for the purpose of investigating and solving chemical problems in industry. Its entire staff and laboratory, at the outset of America's entry into the war, was placed at the disposal of the Government for the solution of problems connected with the war program."

C. L. L.

CIGARETTE CASE FOR PRESIDENT

Washington, D. C.

All of France participated in the President's Christmas, according to the reports which have been received in Washington, his presents coming from all parts of the country and ranging from the humble offering of a peasant child to the magnificent present of the foremost citizen and statesmen.

Among the items received were cigar and cigarette cases and even cigarette papers, according to the cabled reports, although it is widely known in this country that the President does not use tobacco in any form.

"What did the landlord say when you told him you would leave if the janitor didn't give you more heat?"

"Didn't seem to worry him. In fact, he suggested another location where I would get all the heat I wanted, and then some."

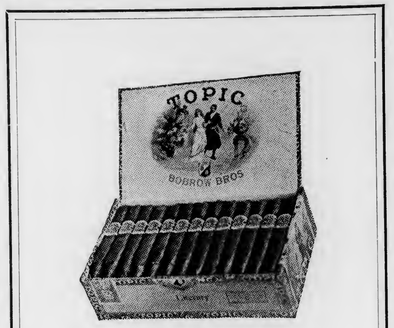
SHADEGROWN
Connecticut, Florida
and
Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.
142 Water St., New York City

The Topic of the Day



Topic
Clear Havana
Cigars
10c and upwards

The Season's
Greetings To All

Bobrow Bros.
Philadelphia, - - Penna.

Exports of Leaf Gain

Washington, D. C.

EXPORTS of unmanufactued leaf tobacco during the months ended with last October made great strides in regaining the ground lost when the United States entered the war, according to statistics secured from the bureau of foreign and domestic commerce of the Department of Commerce.

Total exports during the period amounted to 334,450,038 pounds, valued at $104,178,841. This was an increase of 135,000,000 pounds over the total for the corresponding period of 1917—199,277,392 pounds, valued at $34,265,628, and only 93,000,000 pounds less than the total for the first ten months of 1916—one of our largest periods—427,453,852 pounds, with a value of $55,820,895.

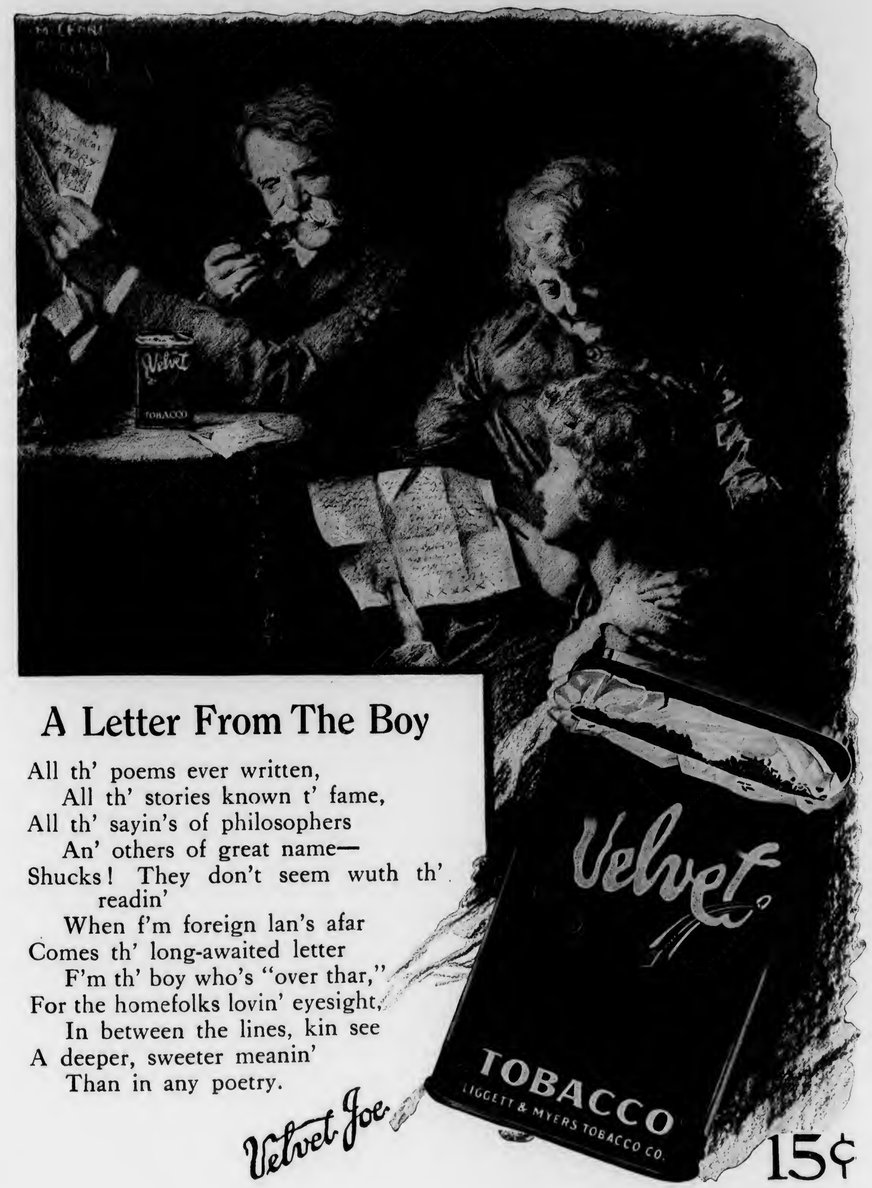
The following table shows in detail the exports to the various countries during the ten-month periods of 1916, 1917 and 1918:

	1916 *Pounds*	*1918* *Pounds*	*1917* *Pounds*
Belgium,	.....	75,523	.....
Denmark,	17,401,480	266,949	.....
France,	64,805,780	49,001,485	56,587,901
Italy,	30,643,822	37,447,878	30,224,610
Netherlands,	74,553,827	1,395,352	.....
Norway,	7,327,997	2,636,130	3,921,848
Portugal,	4,541,142	2,218,123	908,815
Spain,	9,901,729	15,431,382	5,911,069
Sweden,	2,558,793	652,289	1,128,895
Switzerland,	1,215,708	2,488,546	331,605
United Kingdom,	145,345,241	32,346,619	165,173,913
Canada,	16,077,359	13,986,386	21,455,626
Mexico,	1,856,859	1,408,682	1,398,854
Argentina,	2,068,896	4,825,315	2,993,557
China,	10,311,939	7,779,720	13,275,755
Hongkong,	7,408,712	1,504,498	4,988,353
Japan,	2,305,256	1,876,589	3,630,829
Australia,	9,709,970	8,679,880	10,034,734
British West Africa,	8,470,585	6,931,661	6,010,796
French Africa,	3,526,078	2,258,919	1,959,421
Other countries,	7,422,679	6,065,466	4,513,457

C. L. L.

Sacramento tobacco growers are starting another experimental tobacco farm in Chico, Butte County, Col. Large interests are carrying out extensive or rather widespread enterprises of this sort on the Pacific Coast and in the far west. From the results obtained in some cases, it is possible that the Golden West may in the course of a decade supply the whole country with "Turkish" tobacco.

The American Chamber of Commerce was organized at Buenos Aires, Argentina, on December 18, starting with eighty-five members, succeeding the American Commercial Club. Handsome central quarters have been obtained and a permanent secretary has been employed. The new organization is prepared to give information and advice to American manufacturers, to consider arbitration questions and to assist in developing trade.



A Letter From The Boy

All th' poems ever written,
All th' stories known t' fame,
All th' sayin's of philosophers
An' others of great name—
Shucks! They don't seem wuth th' readin'
When f'm foreign lan's afar
Comes th' long-awaited letter
F'm th' boy who's "over thar,"
For the homefolks lovin' eyesight,
In between the lines, kin see
A deeper, sweeter meanin'
Than in any poetry.

Velvet Joe

15¢

MAPACUBA
CIGARS
THE ALL-DAY, EVERY-DAY SMOKE
A Lightning Seller!
Every smoker of 10 cent Cigars can be made a REGULAR Mapacuba customer. That means *new* and *regular* profits for *you*. Strongly advertised.
Manufactured by **BAYUK BROS. CO.** *Philadelphia, Pa.*

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
Strengthen Your Advertising Literature
Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.
Ross-Gould
Mailing
Lists St. Louis

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Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

REGISTERED LABELS and bands, also molds at low prices; at 240 North Fourth Street, Philadelphia, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

MOLDS WANTED—Londres shape. Address S. Monday & Sons, 34 South First Street, Brooklyn, N. Y.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HEAD SALESMAN WANTED

TRAVELING SALESMAN WANTED—A well-known Briar Pipe Manufacturer requires the services of an experienced Traveling Salesman. Only men of the highest type will be considered. Remuneration sufficient to interest a big man. In your reply state age, experience, territory covered, and any other details that will aid us in favorably considering your application. All communications treated in strict confidence. Address your reply to Manufacturer, Box 240, "Tobacco World," Philadelphia.

EXPORTS WITHOUT GUARANTEES

Washington, D. C.

The State Department has made known a large number of articles that may now be exported to neutral countries in Europe, other than Switzerland, from the United Kingdom, France or Italy without the necessity of obtaining the usual guarantees against re-export. Included in this list are cigarette holders, amber and amberoid, and tobacco pipes.

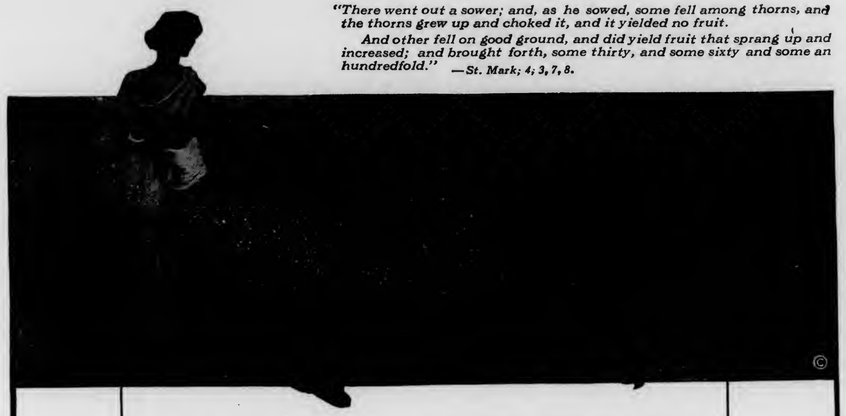
BLOW AIMED AT CHEWERS

Washington, D. C.

Another blow has been aimed at the lowly plug, this time by Chief of Police Pullman, who has ordered the removal of 250 cuspidors which formerly adorned the various precinct stations and the posting of numerous signs prohibiting spitting. As a result, Washington's finest have to resort either to cigars, cigarettes or pipes, and inasmuch as a good cigar costs equally good money and cigarettes are frowned upon in police circles, bluecoated customers are changing their order from plug to fine cut.

Plug tobacco no longer enjoys the popularity which once it had in Washington. Not many years ago, in all Government departments, a chair and a cuspidor were placed at each desk, the former to seat the clerk, the latter because 80 per cent of them smoked. The chair is still there, but the cuspidor has moved, influenced probably by the influx of women clerks. It is still permissible in many departments to smoke during office hours, but the number of offices in which this privilege still lives is yearly becoming smaller.

"There went out a sower; and, as he sowed, some fell among thorns, and the thorns grew up and choked it, and it yielded no fruit.
And other fell on good ground, and did yield fruit that sprang up and increased; and brought forth, some thirty, and some sixty and some an hundredfold." —*St. Mark; 4, 3, 7, 8.*



Like the Parable of the Sower

some manufacturers do not use sufficient foresight to determine where their advertising seeds are sown, or where they fall.

They attempt to simply throw the seeds to the four winds — hit or miss — without regard for the thorny, or stony ground, or the waysides, where the seed is devoured, scorched or withers away.

The wise sower of advertising seed selects the good, fertile fields; and he, therefore, not only reaps harvests thirty, sixty or an hundredfold, but *saves much seed:*—and surely this is no time for waste of either advertising seed (dollars) or time.

When selecting the business fields which you want to sow and cultivate, don't scatter your seed — conserve it and plant where it will do most good;— where it will flourish, thrive and bear forth fruit in the form of increased business an hundredfold. Plant your advertising seed in

The Tobacco World
236 CHESTNUT STREET
PHILADELPHIA

Copyright 1918,

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA — Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 — HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Regulations For Inventory

Washington, D. C.

THE Commissioner of Internal Revenue has issued the regulations under which inventories of tobacco, snuff, cigars, etc., are to be taken by manufacturers, January 1. Such manufacturers are required to make inventories on January 1 of each year, in compliance with section 3358 of the Revised Statutes, which provides that every person engaged in the manufacture of tobacco or snuff "shall make and deliver to the collector of the district a true inventory, in such form as may be prescribed by the Commissioner of Internal Revenue, and verified by his own oath, of the quantity of each of the different kinds of tobacco, snuff flour, snuff, stems, scraps, clippings, waste, tin foil, licorice, sugar, gum and other materials held or owned by him . . . setting forth what portions of said goods and materials, and what kinds were manufactured and produced by him, and what was purchased from others." Manufacturers of cigars and cigarettes are also required to file such inventory, showing the quantity of leaf tobacco, cigars, stems, scraps, clippings and waste, and the number of cigar boxes and capacity of each. Failure to file inventories is punishable by a fine of from $500 to $5000 and imprisonment for from six months to three years.

The following instructions have been sent to collectors, to be transmitted by them to manufacturers coming within the scope of the law:

(1) The inventory must be made before the commencement of business on the date specified. After it is completed the correct totals should be immediately entered on the blank form which will be furnished to each manufacturer by the collector of the district in which his factory is located.

(2) The tobacco of each different class should be weighed separately. The inventory must cover unstemmed tobacco authorized by the Commissioner of Internal Revenue to be stored off the bonded factory premises.

(3) All stamped as well as unstamped manufactured plug, twist, fine-cut, and smoking tobacco, snuff, cigars and cigarettes of the several classes, must be separately weighed or counted, as the case may be. An accurate inventory of attached and unattached stamps must also be made.

(4) All tobacco material in the factory should be segregated according to the classification provided in the prescribed inventory form.

(5) Tobacco dust, siftings, sweepings and waste shall be inventoried by cigar manufacturers under the head of "waste" only, and by quasi manufacturers of tobacco under separate heads, each properly described.

(6) The weight and marks of each unopened hogshead, case or bale, or other package of tobacco, and all broken packages of tobacco and loose tobacco within the factory and inventoried by the manufacturer, should be listed and each item should be sufficiently described to aid the deputy collector in verifying the inventory. Such list should be made on the back of the inventory form or on separate sheets of the same size attached thereto, and should include all unstemmed leaf tobacco stored off the bonded factory premises.

(7) An accurate record of the quantity of tobacco of each class used during the period from the date of inventory to the date of the visit of the deputy should be kept for the purpose of enabling him to arrive at the actual quantity of tobacco of each class which was on hand on the inventory date.

Each inventory shall be verified by a deputy collector at the earliest practicable date after January 1 next. Every available deputy should be assigned to the work and advised to visit the various factories in such order as will enable him to cover those assigned to him in the shortest possible time, and should be given any information as to location, etc., calculated to assist him in doing so. Each deputy should be directed in determining the correctness of the figures shown in the inventory, to take into account the quantity of tobacco of each different kind sold and used on the one hand, and purchased on the other hand between the time of his visit and the taking of the inventory. The deputy should require any necessary amendment to be made before permitting oath to be taken and should see that the instructions in Regulations No. 8, approved July 1, 1910, page 60, under the head of "Deficiencies found by examining officer" are observed. Any deficiencies which may be discovered should be reported immediately.

C. L. L.

MASKS AND THE CIGAR TRADE

We doubt whether many people in the East knew that gas masks were generally worn on the street in San Francisco during the influenza epidemic. Mid-December correspondence speaks of a suggestion to make compulsory the wearing of masks on account of an increase in new cases. The correspondent says:

"Much protest has been made against them by business interests, though no business will be so seriously affected as the cigar trade, and it would seem that if the wearing of masks is necessary that they might be restricted to public gatherings, hotel lobbies, trains, ferryboats, street cars, etc., and not out in the open air. This we should think would answer the purpose, afford people more fresh air and at the same time allow men to smoke on the streets and avoid putting the cigar trade out of business."

A recent meeting or convocation of learned doctors to try to determine the cause of influenza, resulted in a general conclusion that they knew very little about it. It is very significant though that the restriction of the Harrison Drug Law on the refilling of prescriptions containing narcotics is lifted.

As proved by absence of influenza among the Tampa workers who were handling tobacco and its prevalence among those who were not, the genial narcotic nicotine seems a preventive at least.

So keep the home pipes burning, and smoke out the grip microbe, and take a little something, under the direction of a physician, and the "flue germ" like the other Germans, will give up.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD — By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. — New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LYNMOUTH:—40,880. For cigars, cigarettes, cheroots, chewing and smoking tobacco. December 3, 1918. The Rockfall Co., New York City.

NORHAM CASTLE:—40,881. For cigars, cigarettes, cheroots, chewing and smoking tobacco. December 3, 1918. The Rockfall Co., New York City.

CONWAY CASTLE:—40,882. For cigars, cigarettes, cheroots, chewing and smoking tobacco. December 3, 1918. The Rockfall Co., New York City.

DOVEDALE:—40,883. For cigars, cigarettes, cheroots, chewing and smoking tobacco. December 3, 1918. The Rockfall Co., New York City.

DECISION:—40,884. For cuttings. December 7, 1918. The Mendelsohn Co., Inc., Cleveland, Ohio.

OREGON PUFFS:—40,885. For cigars, cigarettes and tobacco. October 2, 1918. F. M. Howell & Co., Elmira, N. Y.

CULVER'S SPECIALS:—40,886. For cigars, cigarettes and tobacco. December 10, 1918. Wm. Seidenberg & Co., New York City.

3-57:—40,887. For cigars, cigarettes and tobacco. December 9, 1918. F. M. Howell & Co., Elmira, N. Y.

QUENELDA:—40,888. For all tobacco products. December 12, 1918. Axton-Fisher Tobacco Co., Louisville, Ky.

MI SADI:—40,891. For cigars. December 9, 1918. The Borgwardt-Stilb Co., Milwaukee, Wis. Trade-mark claimed to have been in actual continuous use since May 8, 1913, when it was first adopted by David J. Borun & Bro., Milwaukee, Wis., from whom title was derived by registrant.

VALOR MEDAL:—40,892. For all tobacco products. December 14, 1918. American Litho. Co., New York City.

FULL SERVICE:—40,893. For all tobacco products. December 14, 1918. American Litho. Co., New York City.

VALOR MARK:—40,895. For all tobacco products. December 14, 1918. American Litho. Co., New York City.

MEDAL OF VALOR:—40,896. For all tobacco products. December 14, 1918. American Litho. Co., New York City.

SERVICE MARK:—40,894. For all tobacco products. December 14, 1918. American Litho. Co., New York City.

VICTORY ISSUE:—40,897. For all tobacco products. December 16, 1918. Moehle Litho. Co., Brooklyn, N. Y.

RECONSTRUCTION:—40,898. For all tobacco products. December 12, 1918. American Litho. Co., New York City.

WIRELESS:—40,899. For smoking pipes. December 18, 1918. Manhattan Briar Pipe Co., Brooklyn, N. Y.

ST. CHARLES HAVANA SMOKERS:—40,900. For cigars. December 18, 1918. American Cigar Co., New York City.

TRANSFERS

LOVITA:—17,129 (U. S. Patent Office). For cigars. Registered June 9, 1913, by D. J. Borun & Bro., Milwaukee, Wis. Transferred to The Borgwardt-Stilb Co., Milwaukee, Wis., November 2, 1915.

OLD Q:—14,234 (U. S. Patent Office). For cigars. Registered May 8, 1908, by Schmidt & Co., New York City, and **No. 33,378** (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered August 22, 1907, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Both these registrations were acquired by D. & Bro., Milwaukee, Wis. Re-transferred to The Borgwardt-Stilb Co., Milwaukee, Wis., November 2, 1915.

It was announced on December 18, that the tobacco section of the War Industries Board, which had control of the tobacco industry during the war, had disbanded.

THE YANK AND THE OWL CIGAR

Of course you save your copies of THE TOBACCO WORLD, so look at the back cover of the October 1 number at the photograph of the Yankee soldier boy smoking a "White Owl" cigar. Take a good look and smile with him, it will do you good. There is a whole lot more to smile at now than there was then, but perhaps a good cigar helped him.

There is an interesting little story about that photograph. He was one of a contingent who returned home during the Third Liberty Loan, and was picked for the ad on account of his good-natured smile, but if you look at his eyes awhile you will see power behind the gleam. They stood him up against the walls of the 71st Regiment Armory in New York.

The curious part of the result is that the General Cigar Company received a flood of letters from mothers, wives and sweethearts, who thought they recognized someone of their own and among these letters was one from his real and indisputable sister, as was proved by the release signed at the time the photograph was taken.

His sister asked for the original photographs when the company was through with them, so handsome copies were prepared and sent to her.

West 14th St. Warehouse Co., Inc.
222-228 West 14th Street
NEW YORK CITY
Specially equipped for the rapid handling of Tobacco
FREE AND BONDED SPACE
Low Insurance Inquiries Solicited

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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The Tobacco World
Established 1881

Volume 39 January 1, 1919 No. 1

TOBACCO WORLD CORPORATION
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BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
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Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
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CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
154 Nassau St. New York City

AT this season we like to think of our customers as our friends, we like to feel that in a broad sense our customers are our partners—that our success is but the reflection of their success. So on the eve of the New Year we extend to you our sincere wish that it may bring *greater prosperity than ever.*
Pasbach-Voice Lithographing Co., Inc.
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Cigar Labels :: Cigar Bands

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

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IRREGULAR PAGINATION

YOURS for SERVICE

"Damptite"

It's not a "War Baby"! It's for all time!

Some of the 57 reasons why you should use DAMPTITE

To hold and build up trade you need the *BEST*—That's the DAMPTITE!

Best humidor on the market—preserves the delightful aroma that is the very life, reputation and sale of your cigar.

DAMPTITE will "make" your brand. It won't turn a poor leaf into a Havana cigar, but we've got the can that will save all the quality you put into it.

It's moisture proof—four layer fibre package with DAMPTITE composition fused between layers.

Durable—reenforced with tin rim, bottom and cover.

Light—a freight saver; 35% lighter than tin.

No sharp edges—agreeable to handle.

It's a trade winner—without doubt it "clinches" friend customer.

PARCHMENT LINED
THE ROUND CONTAINER ALSO CAN BE FURNISHED WITH THE "DAMPTITE" TOP AND BOTTOM
-*-
WRITE FOR SAMPLES
PARCHMENT LINED
STRENGTHENS THE BODY AND PREVENTS RAW EDGES - STRONG AND DURABLE AS TIN
EQUIPPED TO MAKE THE FOLLOWING SIZES:
SQUARE CONTAINERS,-
3 INCHES SQUARE
3¼ INCHES SQUARE
ROUND CONTAINERS,-
3 1/16 INCHES IN DIAMETER
4 3/16 INCHES IN DIAMETER
ANY CIGAR LENGTH REQUIRED FURNISHED IN PLAIN, GOLD LACQUERED OR ANY COLOR.

In other words

You Can't Afford To Be Without The "DAMPTITE"

USE IS PROOF—TAKE A TRIAL ORDER
PRICES AND SAMPLES FURNISHED ON APPLICATION

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AMERICAN BOX SUPPLY CO., 383 Monroe Ave., DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

VOLUME 39 NO. 2

The TOBACCO WORLD

JANUARY 15, 1919

LIBRARY RECEIVED JAN 21 1919 U. S. Department of Agriculture

TOBACCO STRIPPERS ARE SCARCE WAGES ARE HIGH

There is always waste in stripping filler—such as scrap and shrinkage.
There is always the inconvenience of casing and drying your filler.
Why not use a filler which is already stripped, resweated and prepared, and because of its reputation can be depended upon for

Quality———Burn———Aroma

THE UTMOST IN STRIPPED
PHIL-TO-CO.
AND BOOKED FILLER TOBACCO
TRADE MARK

Headquarters for Manila Tobacco in the United States
Samples sent upon request

PHILIPPINE LEAF TOBACCO CO.,
123 Maiden Lane - - - - New York City
Canada Office: 17 Dundee St, London, Ontario, Canada

Watch for these Advertisements

The demand for all grades and shapes of W. D. C. pipes is being increased by our advertising in such widely-read publications as:

Saturday Evening Post	Country Gentleman
Leslie's Weekly	Outing
American Magazine	Collier's Weekly
Field and Stream	Popular Science Monthly
Literary Digest	System
Popular Mechanics	Scientific American

Army and Navy Journal

One of the new series is shown here—others will appear from time to time. Watch for them. Cut them out and paste them in your window to get the utmost selling value out of them.

For pure content —a good pipe

Next time you sit near a man who lights a pipe, just notice his look of solid comfort. That look says more than words could say. He's at peace with the world.

You yourself can draw that same kind of pure content from a

WD C TRADE MARK **Wellington** THE UNIVERSAL PIPE

The W. D. C. triangle trade-mark has been the sign of supreme pipe value for more than 50 years. It is on pipes of every style, size and grade. Price for price, there is no better pipe than a W. D. C.

It smokes cool and clean and sweet as a breeze through the pines. The well catches all moisture and stray tobacco. There is no bubbling or wheezing. No tobacco comes into your mouth. The upward opening in the bit sends the smoke away from your tongue.

Every Wellington is made of genuine French Briar, seasoned by our own special process. It breaks in sweet and mellow, and is guaranteed against cracking or burning through. All good dealers sell the Wellington in many sizes and grades from 75 cents up. Choose yours.

WM. DEMUTH & CO. New York
World's Largest Pipe Manufacturers

Look over your stock of W. D. C. Pipes. Then make up your order with increased sales in view. We will gladly send you further information on request.

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

For Gentlemen of Good Taste

San Felice 7c Cigars

The Deisel-Wemmer Co.,
LIMA, O.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

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NEW YORK	FLORIDA	HAVANA

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Incorporated
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER
CLEAR HAVANA
CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a price that provides legitimate profit, Muriel Cigar is one of my best bets.
ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea—considers first the Retailer's Friendly attitude.

"Quality' –"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD & COMPANY, Inc.
119 West 40th Street New York

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

BELGIAN AGENCY WANTED

An old Belgian firm is ready to take the agency for chewing and smoking tobacco brands, cigars and cigarettes, made in the United States. Address with all particulars,

Box 250, % Tobacco World.

Gafla Sumatra Company
QUINCY, - - - FLORIDA

Florida and Georgia Shade Grown Wrappers

We also sell the new **"Combination"** Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

EL TROVADOR HABANA
EL TROVADOR CIGAR
MADE IN HAVANA
A High Grade Imported Cigar made of the finest Vuelta Abjoa Tobacco grown on the Island of Cuba
CHARLES LANDAU & CO.
93 SAN RAFAEL STREET HAVANA, CUBA
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I. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
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Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

USE PHILIPPINE TOBACCO
Binder—Filler—Scraps
IMPORTED DIRECT FROM MANILA BY
S. J. FREEMAN & SONS, 123 Liberty St., NEW YORK CITY

HARRY BLUM
Manufacturer of THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality - and quality alone

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

Volume 39 THE TOBACCO WORLD Number 2

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, January 15, 1919 Foreign $3.50

The United States Government Should Support The Cigar Industry Of The United States

THE following editorial is directed to the cigar manufacturers of the United States and the officials and congressmen of the United States Government for their careful and serious consideration. It is directed, specifically, to, The Secretary of the Treasury, the HON. CARTER GLASS; The Secretary of the Navy, the HON. JOSEPHUS DANIELS; The Secretary of War, the HON. NEWTON BAKER; The Commissioner of Internal Revenue, the HON. DANIEL C. ROPER.—The Editor.

CAN you imagine what the large armor-plate and shipbuilding producers of the United States would say if the Government, in continuing the expansion of the navy, should place all future proposals with English and French firms? It requires no stretch of the imagination to foresee the press and public swooping down on official Washington with the greatest clamor of criticism that the country has ever known. The cry would be, "America for Americans." Shipbuilders and steel manufacturers of the United States would sweep Washington like the wrath of God.

We have dealt with an imaginary condition for the purpose of approaching a subject of vast importance to the cigar manufacturers of the United States, as well as the United States representatives of foreign companies, and United States importers, jobbers and dealers.

In the October 1st, 1918, issue of THE TOBACCO WORLD, Preston Herbert, in charge of the purchases of the tobacco products for the army, was quoted as saying that up to that time the army had taken about 3½ per cent. of the cigar production for the current year, about 300,000,000 cigars in round numbers. It was afterwards learned from the War Department that within another year they anticipated taking at least double that amount for the troops. We have no authentic figures of the amount consumed by the navy, but men in a position to know place the figures at about 100,000,000 cigars.

In percentages the figures are small, but when referred to in numbers of cigars they represent a handsome purchase. Not only from the standpoint of profits for the United States manufacturers, but from the standpoint of good will, prestige and advertising, the cigar industry of this country has benefited. With our soldiers and sailors smoking United States cigars in the foreign ports and countries of the world a very definite advertising value has been developed.

We appreciate that it is very distasteful to the Government that its orders should be used in any way to advertise a product, but in this case neither the Government nor the manufacturer can prevent this potent advertising force. It is to the everlasting credit of the United States Government that its soldiers and sailors have had the United States cigars to smoke.

We cannot believe that the Government would lend its willing support to the purchase of cigars from other countries for the use of our army and navy, thereby depriving the Government of revenue, United States business men of profits, and also helping to construct a barrier to the internationalization of United States cigars.

We direct the attention of the United States Government officials, as well as the cigar manufacturers of the United States, to the numerous editorials and articles published during the past twelve months in THE TOBACCO WORLD bearing directly on the subject of building up an export business in manufactured tobacco products for the cigar and tobacco manufacturers of the United States. During this war the army and navy of the United States have laid the corner stone for development of this business, but will the Government (now that the war is over) deliberately tear this corner stone out, and will the cigar manufacturers permit it without protest?

Is the Government so well provided that it can afford to throw away revenue that would amount to handsome sums if it were collected? Does the Government intend to keep on lending itself to old practices that have entirely shut out the United States cigar manufacturer and thereby blocked an open path to a great export trade?

Prior to the war the cigars purchased of the cigar manufacturers of the United States for the use of the army and navy were a negligible quantity. When we entered this war the Government immediately asked the United States cigar manufacturers to help supply its army and navy. At the sacrifice of consumers in all parts of the United States the request was promptly met. Prestige, good will, advertising values—all were thrown to the four winds to help the United States win the war. And let every manufacturer, and the Government as well, recognize that in the aggregate it will cost millions in advertising to restore those sacrificed brands to their old time trade prestige.

Does the United States Government repay its loyal citizens, and its industries, by permitting that which has been built up in time of need to be destroyed by inconsiderate acts? We have so great a faith in those who have guided this country through victorious conflict that we say, without hesitation, that it does not.

In pre-war times it has been the custom of the navy to assemble the early part of each year at the Government's Naval Base at Guantanamo Bay. While there it has been the privilege of the fleet to purchase its supplies of cigars to cover the period of about a year.

These cigars so purchased are made in Cuba. Cuban cigars imported into this country usually pay a duty—these particular cigars do not. Cigars made in the United States pay an internal revenue tax—but these cigars are not made in the United States and produce nothing for the Collector of Internal Revenue. In all fairness either these cigars should be properly imported into the country, thereby benefiting the United States Treasury, the United States representatives of Cuban factories, and the importers and jobbers and dealers of the country, or the bars should be let down to permit the United States manufacturers to furnish these cigars to the navy.

In pre-war times these naval purchases have amounted to about 5,000,000 cigars, representing about 10 per cent. of the importation of Cuban cigars into this country. The annual loss to the Treasury has been about $350,000.

If these cigars were furnished free to the men of the navy, and if they could be purchased cheapest in Cuba, there would be a point for argument, but as these cigars are resold through ship canteens there is no reason why they should not pay either an internal revenue tax (as all cigars made in the United States and sold to the navy during the war have been made to pay) or a customs duty.

During the war the army has also indulged in the purchase of cigars in Cuba which have been transshipped from New York to the American Expeditionary Forces DUTY FREE.

The world war is over. The fleet is coming home. We do not know whether it will again bank its fires in Guantanamo Bay in 1919 or not. But whether it does or does not, THE TOBACCO WORLD most earnestly protests against the Government spending the revenues of the United States cigar and tobacco industry with the cigar manufacturers of Cuba without the Government of the United States or the cigar manufacturers of the United States receiving one penny of revenue or profits therefrom.

The finest types of tobacco leaf from Cuba, and every other part of the world, are brought into the United States and made up into cigars. We challenge any country in the world to show as great a versatility in different cigar types and blends, and in their quality, as does the United States of America. And this includes the fine types of domestic leaf from the famous States of Pennsylvania, Connecticut, Florida, Georgia, Ohio and Wisconsin. No country in the world can approach the consumer with so great a certainty of meeting the smoker's taste with the exact blend of cigar that he desires.

As regards the matters of price, Cuba grows good tobacco and poor tobacco, so does every other country. Cuba makes good cigars and it makes poor cigars. Their quality can easily be determined by the price. And the same sizes and quality (based on leaf cost and workmanship) when compared with cigars made in the United States WHICH HAVE PAID AN INTERNAL REVENUE TAX as well as duties paid on the raw material employed in the manufacture thereof will not vary sufficiently to warrant the preference being given to Cuba or the loss of customs duties to the United States Treasury.

Now, a word to our Cuban cigar manufacturing friends. If your country had a navy as large as that of the United States would you sit calmly by while your fleet sailed up to New York and loaded up with United States cigars, bought and paid for in part by revenue derived from Cuban cigar and tobacco manufacturers?

We have only praise for the splendid brands for which Cuba is famous. We pay tribute to their fine workmanship, their masterful blends and their wonderful tobacco leaf. But we say to the gentlemen of the Cuban cigar industry that if the connoisseurs of the army and navy demand Cuban cigars let them buy them in the United States from importers and jobbers and dealers who have invested their capital in business in this country, and who depend on its smokers for their revenue with which to pay their taxes to support this navy and to furnish the salaries for the officers and men.

We are surprised that the importers of the country have not long ago given vent to their feelings in this matter. On the other hand, if this editorial had been conceived out of a duty to these importers because of their liberal support of trade papers it would have died aborning.

Our stand is that the United States Government should spend its money, when possible, in the United States, where the money to spend is provided.

And we presume to say a word to those in the trade who are representatives of Cuban factories in the United States and who up to this moment have been our friends. If you have any quarrel with us over this editorial it is because you are a party to the sale of these goods from which the United States receives no revenue, but from which you do, to the injury of the importers and dealers who buy through you. Otherwise you will welcome this editorial as a step toward helping you to increase your business through larger importations brought about by the Government, or the army and navy officers, buying their Cuban cigars in this country DUTY PAID.

We feel that we are justified in asking the officials of the Government, spending the money of the people of the United States, if they believe in REAL AMERICANISM, in the support of the industries of their own country?

The cigar manufacturers, importers, jobbers and dealers, of the United States have paid their taxes, bought Liberty Bonds, contributed sons to the cause of Freedom, given millions in goods and cash, and they are certainly entitled to know if the Government, which they support, is willing to support them.

Sales of the United Cigar Stores for 1918 were between $52,000,000 and $53,000,000, an increase of slightly under $10,000,000 compared with the gross of 1917.

The American Tobacco Company sales in 1918 approximate $140,000.000 to $145,000,000, and Liggett & Myers' $143,000 000, according to a Wall Street announcement of January 2.

TRADE NOTES AND NOTICES

The Cado Company, Incorporated, manufacturers of the "56" and "Cado" cigarette brands, has been dissolved.

Max Levy is now selling "La Muna" and "William the Fourth" cigars for Gans Brothers. His territory is Greater New York and, he says, everywhere.

The broadmindedness of Colonel Roosevelt is further evidenced by the fact that, although he did not use tobacco himself, he always kept the best of cigars and cigarettes for those who did.

The Tobacco Salesmen's Association of New York held their annual banquet at the Little Hungary restaurant on January 4th. Without going into details, it is believed on the best of evidence that "a good time was had by all."

The trade learns with regret of the difficulties of the B. & A. Cigar Factory, of 304 Cherry Street, Philadelphia. For the good of the industry in general it is hoped that their financial troubles may be adjusted and that they will be able to continue in business.

Schulte Cigar Stores Company have leased through Pease & Elliman for a long term of years the ground-floor store in the Underwood Building, at the southeast corner of Greenwich and Vesey Streets, New York City. Upon completion of alterations they will open a branch establishment.

American Tobacco dividend scrip is proving a "melon" to stockholders, and brokers report an active demand for it. The quotation is 140 bid, 143 asked. This is the highest level touched by this security. In the last five months the scrip has been sold as low as 105. At a value of 140, American Tobacco 20 per cent. common dividend has an annual cash value of $28. The scrip is redeemable in 1920, either in cash or in new "B" common stock at par.

The Tobacco Products Corporation has submitted to the New York Stock Exchange the following statement of earnings covering the first ten months of 1918: Gross sales, $13,484.468; cost of raw materials, operating expenses, selling and advertising, $10.511,266; balance, $2,973,201; dividends received, adjustment of marine losses, profit on leaf sales, sundry items, $329,395; interest, losses on securities sold, sundry expenses, $160,710; net income, $3,141,886; provision for excess profits, $250,000; balance, $2.891,886; preferred dividend for three quarters, $416,016; common dividend for four quarters, $960.000; balance, $1.515 870; previous surplus, $3,232,921; total surplus, October 31, 1918, $4,748,791.

Wilson & Usher have incorporated at Mayfield, Ky., as tobacco dealers, with a capital of $50,000.

The Farmers' Tobacco Warehouse Company has been chartered to build and operate a leaf tobacco warehouse at Timmonsville, S. C.

The employees of the General Cigar Company in Mt. Carmel, Kulpmont and Shamokin received bonuses amounting in the aggregate to $13,000 for Christmas.

Harold P. Brewster, of Rochester, N. Y., who retired as president of the H. P. Brewster Tobacco Company, has been appointed a member of the Board of School Commissioners of Rochester. He is now, and has been for ten years, president of the Rochester Savings Bank.

A systematic collection of statistics concerning tobacco and cigar factories in Lancaster and York counties, Pennsylvania, began on January 6, by field deputies of the Ninth Internal Revenue District. Of the 1050 cigar factories in the Ninth District, 750 are in York County.

The firm of Minden & Davis, cigar manufacturers, of New York City, has been reorganized as the M. F. Minden Company. The officers elected are: Al Korn, president; M. F. Minden, vice president; Max Herz, secretary and treasurer. Mr. Korn is a prominent and successful cigar salesman with a large circle of friends and clients in the cigar trade.

At Sparta, Wis., the American Cigar Company began sorting January 6, and at Stoughton, January 12. The General Cigar Company at Portage, January 6. This company has opened two new warehouses, one at Prairie du Chien and the other at La Crosse. The Eisenlohr Company began at Edgerton on the 6th; they have warehouses also at Deerfield and Gray's Mills. The Lorillard Company has been sorting at Madison for the past month.

Five Tampa cigar factories are said to contemplate moving. R. Bustillo & Company, from West Tampa to the Sanchez & Haya factory, at Seventh Avenue and Fifteenth Street. Francisco Arango factory, Eleventh Avenue and Fifteenth Street, to Second Avenue and Nineteenth Street, in the M. A. Gunst & Company building. The two Seidenburg factories also will occupy the old Gunst building, which will be divided and partitioned as may be found necessary. Bustillo Brothers & Diaz, at present located on Francis Avenue, West Tampa, will occupy the Ybor City building vacated by Arango & Company.

Harry Earnshaw Leaves Cigar Trade

IT will be with regret that the cigar trade learns that Harry A. Earnshaw, manager of the cigar department of the Stone-Ordean-Wells Company, Duluth, Minn., has severed connections with that firm and will move to Boston to become director and vice president of the Everett Press, Incorporated.

HARRY A. EARNSHAW

Mr. Earnshaw leaves the Stone-Ordean-Wells Company after eleven years of service. He began as traffic manager and assumed charge of the cigar and tobacco department January 1, 1913. During the period he has been in charge of the cigar department its business has increased more than 100 per cent.

At the same time Mr. Earnshaw carried on the work of editing "Ginger," the S.-O.-W. house organ, which has gained a reputation as one of the leaders in the field. Requests have come for it from all parts of the world and it is widely known throughout the whole United States.

Mr. Earnshaw has gained a reputation as a writer and his stories and articles have appeared in numerous magazines and newspapers.

He will be remembered by the readers of THE TOBACCO WORLD as the author of a splendid series of articles which appeared the latter part of 1917 under the title of "How Shall the Retail Cigar Dealer Play the Game?" He has also contributed numerous other articles to THE TOBACCO WORLD, the last one appearing in the December 1, 1918, issue.

The Everett Press, Incorporated, will specialize in fine house organs, booklets and catalogues. "Ginger" under Mr. Earnshaw's direction has always commanded immediate attention because of the attractive manner in which it has been prepared and the fine printing and lithography which characterized it, aside from the high editorial quality which caused its pages to be read from cover to cover.

With the entire cigar trade which knew Mr. Earnshaw, THE TOBACCO WORLD extends its best wishes for his continued success in the new field which he has chosen, and for which he seems so naturally fitted.

Now Linz Says Tobacco Won The War

Washington, D. C.

ONE of the main reasons for the German defeat was the tobacco they were reduced to using. This fact is not contained in the official records, because the War Department wants the credit for the victory. Nevertheless, tobacco did it. By spreading this news judiciously around their communities, tobacco dealers throughout the country will be able to give the anti-tobacco fiends a severe slap upon the wrist.

We know tobacco licked the Hun, samples of the German substitute for the weed having recently been received in Washington. After having tried a sample, it is the verdict of all concerned that it either licked the Germans or was left behind in their deserted trenches for the purpose of killing our soldiers, along with guns and other things so wired as to explode a mine when picked up.

A member of the Rainbow Division recently sent a package of the villainous stuff to a friend in Washington, who kindly distributed some among his enemies—he must have tried some first. The package was picked up in an evacuated German dugout near Vierzon, and bears a label reading, "Kriegstabakmischung Nr. 232: 75 Gramm." Translated, this means the innocent-appearing package contained seventy-five grams of "War tobacco mixture number 232."

Inside, a mass of dark shreds something like minced cigars is to be seen. Some misguided youth filled his pipe and lit it. The boy will recover, but a passer-by who innocently got in the way of the smoke will never be the same again. A few puffs soon developed the fact that the tobacco contained no tobacco, although it did contain many things that would have been better left out—things that smoked freely—too freely—and smelled more freely than they smoked. This was a substitute for tobacco designed for officers; the privates got another kind of substitute—God help them.

Tobacco won the war!

C. L. L.

William Quanjer, until recently a member of Kruse, Quanjer & Company, well known in the Sumatra importing trade in America, has established the firm of that name with headquarters at 136 Water Street, New York. With Mr. Quanjer are James C. Kelly, who was identified with Scheltema & Quanjer and later with Kruce, Quanjer & Company.

An anti-tobacco howler, in a letter to the Montgomery (Alabama) "Advertiser" said: "The cohorts of hell are still on the march—the iniquitous cigarette is still abroad." This crank is the Rev. J. C. Dunlap. If we thought by the "cohorts of hell" on the march, he meant our brave soldier boys, he would shortly be the Rev. J. C. Doneup.

How Tobacco Helped To Win The War

By Edwin A. Goewey in Leslie's Weekly

ACCORDING to the men at arms of the forces which brought the Prussian monster to its knees, particularly the Americans; their officers, from the highest to the humblest; the physicians, nurses, chaplains and stretcher-bearers who labored to save the wounded and minister to the dying; the women of the Red Cross, the secretaries of the Y. M. C. A. forces and the representatives of all the other philanthropic agencies which labored for the men battling for the cause of humanity—tobacco was one of the most pronounced blessings of the struggle, one of the greatest factors in preserving the morale of the troops.

Fortunately, at the very outset of hostilities, those to whom was intrusted the gigantic labor of welding together the Allied forces into a mighty machine capable of crushing the Hun military organization, and those enlisted to minister to the physical and moral needs of the men, appreciated that tobacco would play a part in keeping the men to their task second only to food, equipment and ammunition.

They knew, from experience, that men under great physical and mental strain would be able to keep up and carry on to the extreme point of human endurance, without liquor, without sleep and rest; aye, even without food—if they but had tobacco. Consequently the importance of keeping the men on the fighting lines supplied with this essential in various forms was brought to the attention of the public at the outset, and the response was immediate and general.

Not only did the military agencies of the Allied governments promptly lay in vast stores of the "weed," but also many newspapers and specially organized bodies began soliciting funds with which to purchase tobacco to be sent to the men in uniform. And the Red Cross and the Y. M. C. A. at once prepared to handle tobacco as a part of their services. The latter, as soon as this country entered the struggle, was designated by General Pershing to maintain canteens for the American fighting forces, and among the innumerable supplies handled, cigarettes, cigars, pipe tobacco and chocolate were most in demand throughout the period of fighting, and will continue to be while demobilization is taking place. Figures testify to tobacco's importance in this connection. For December last the Y. M. C. A. ordered 70,000,000 cigarettes and nearly 3,000,000 cigars to supply the demand for "smokes" among the American Expeditionary Forces in Europe.

Those who have talked with the men in the battle zones or those who have returned to these shores; with the doctors, nurses and representatives of the various philanthropic organizations, have learned first-hand of the important part tobacco played both on the fighting fronts and behind the lines. Men without food for hours, sometimes days, have soothed their nerves, kept their courage and gone into battle eagerly, terribly and effectively because the supply of tobacco held out. Men wounded unto death have "gone west" smilingly after a few puffs of a cigarette, and "smokes" in the field and in the hospital have mitigated pain and even restored nerves, which meant the saving of lives.

When the task of erecting monuments to the memory of the men, women and incidents which figured prominently in the titanic struggle is undertaken, let there be at least one memorial placed in honor of My Lady Nicotine, goddess of smoke dreams, whose soothing spell sent many heroes over the top to greater deeds and greater glory, tempered the sufferings of the wounded and eased the going out of many of those who gave their all for country, flag and humanity.

"Sergeant," he said, "give me a rifle, take the men out that way and I'll hold them off while you beat it." Then lighting a cigarette, Wheeler, alone with the borrowed rifle, covered the rear of his platoon, picking off the enemy one by one as they advanced. When he had given his men ten minutes' time he got up and made a run for it and managed to get through and receive the congratulations of his colonel and the cheers of the platoon he had saved.

Possibly you recollect those fateful days in July when the French and the Americans were moving forward all along the line between the Marne and the Aisne and were headed for Soissons. Previous to one of the great attacks, when plans were being discussed, a certain American General suggested that his troops should advance to a particular point.

"I fear it would be inadvisable," said a French officer taking part in the consultation. "You can't go that far."

"The hell we can't," exploded the General. "Any place I ask my boys to go, they'll go."

The point was clinched by another French officer who had entered in time to hear the discussion. "Let them go," he said. "I do not understand them, but they are magnificent. They have been fighting day and night for nearly forty-eight hours. Still I have just been among those youths, those mere boys, and they are laughing and smoking. They fight like lions, they smoke, they never give up, they never get tired." And all the world now knows what those same boys and their fellow American fighters did at Soissons.

And cigarettes also played a conspicuous part in the driving of the Germans out of the St. Mihiel salient by the Americans. From airplanes 20,000 packages of cigarettes were dropped to the infantrymen and artillery pressing forward in their victorious squeeze which dislodged the enemy from the stronghold he had held for more than three years.

The smoke of the greatest of all world's conflicts has been dissipated, but the smoke of tobacco will linger on as long as there remains an American soldier and then long after that. And what care we whether it was the Chinese or the American Indian who first made use of the weed, or whether it was Sir Walter Raleigh or Sir Francis Drake who first introduced smoking to the Europeans. It is sufficient for us that we had tobacco for our boys in uniform, and that we were able to supply it in sufficient abundance to those who went "across" to make it one of the mightiest

factors for magnificent morale in the history of armed conflict.

Here are a few paragraphs from the statement of an officer, made in July last, when the Franco-American drive between the Aisne and the Marne was in full swing: "Some of our soldiers, who had battled almost continuously for twenty hours, were snatching hurried naps, consolidating the newly won positions or getting ready for the next blow, believed to be scheduled for daybreak. Suddenly there came a faint cheer from the men a short distance back, followed by the appearance of a secretary from one of the great organizations in the States which have done so much to supply the men with comforts. He was tired, dusty and almost bent double under a great pack which contained what we needed most—cigarettes.

"Assisted by willing hands he began to unpack and distribute, when the Captain came up and said: 'Boys, in just twenty minutes we go over the top. There is just time for every man to have a good smoke.'

"And we took that smoke, then went over with a jump; and soon sent the Heinies running like a lot of frightened rabbits. And that rush gave us 150 enemy artillery pieces. There may be some who believe that soldiers fight best if supplied with liquor before battle, but I know to the contrary. Tobacco was all our boys needed, and 'smokes' played a mighty large part in beating the greatest military machine in the history of the world."

A correspondent, writing of the taking of Vierzy by the Americans, said: "Because of the absence of artillery fire at some points, an extraordinary large proportion of our casualties were not dangerously wounded, and many were taken to the rear in wagons instead of on stretchers. In one truck filled with such youngsters was a dignified Chaplain, comforting those about him, and, in a most businesslike manner, lighting cigarettes for those who could not perform the service for themselves. When we correspondents passed he leaned over the side of the truck and shouted: 'The boys are giving the Heinies hell up ahead—beaucoup hell.' Then he faced about and resumed his labors of lighting cigarettes, while the wounded waved to us and cheered."

Notes From Lancaster County

THE situation in Lancaster County seems to be that the growers are holding $20,000 worth of choicest choicest leaf tobacco at twenty-five cents and better, which the large buyers declare they will not pay. It is said that the packers have offered twenty-one cents.

Because of this difference in prices, a battle between packer and grower is expected. Growers say that they will hold their crops for an indefinite period to strengthen the market, contending that the packers must purchase the 1918 crop to obtain their essential supplies.

Concerning this situation "The Lancaster Examiner" says that there are packers who will predict that the big interests will not buy heavily of the new crop if they buy at all, contending that these concerns want early deliveries and that if they had intended buying any of the crop they would have done so in the past months, so that the grower would be ready for making deliveries in January or February. The packing season comprises mainly, January, February and March. Into these three months a great amount of work must be crowded and when labor is scarce it is to the interest of the concerns to spread the work out as much as possible—that is why early deliveries are favored. Again, tobacco received late is sometimes not in a condition to handle properly in order to make a good job of it. It is mostly too dry to handle and too dry to cure properly and it is impossible to change the set of it. These situation-analyzing packers contend that when the grower has prepared his tobacco for delivery and is unable to take the tobacco to market he will let it lie around to its detriment.

Tobacco Export License Regulations Simplified

Washington, D. C.

REGULATIONS simplifying the issuance of licenses for the exportation of certain commodities to Sweden have been adopted by the War Trade Board. These regulations cover exports of tobacco and tobacco products and manufactures.

Exporters should apply to the bureau of exports, War Trade Board, or any of its branches, for licenses, using application form X and such supplemental information sheets concerning the commodity as are required. Exporters in the United States, before filing applications, must obtain from the prospective importers in Sweden mail or cable advices that there has been issued by the Tobacco Import Association a certificate permitting the importation of the proposed consignment, the number of which should be specified on supplemental information sheet X-119, which must be duly executed and annexed to the application for an export license.

In filing applications for licenses to ship commodities which are controlled by a Swedish import association, the application must show as the consignee the association that issued the certificate, and the exporters are also required to state on the application the name of the person or firm in whose favor or in whose behalf the import certificate was issued.

Commodities to be exported to Sweden may now be shipped on any vessel, instead of only on vessels flying the Swedish flag.

C. L. L.

One Employer's Attitude Toward Employes

EVERY employer of labor should read carefully the address of John D. Rockefeller, Jr., at the War Emergency and Construction Conference, held at Atlantic City recently. It holds a message for the leaders in the cigar, cigarette and tobacco branches of the industry of no little value. The attitude of the leaders of industry in facing the period of reconstruction will determine future developments. Mr. Rockefeller's address, in part, follows:

Mr. Rockefeller points out that one of the most useful lessons that the war has taught is co-operation. He says: "Irrespective of race, creed or color, men have fought and died and worked and suffered side by side. The kinship of humanity has been understood as never before. . . . The hope of the future lies in the perpetuation of that spirit and its application to the grave problems which confront us nationally as well as internationally."

"The day has passed," says Mr. Rockefeller, "when the conception of industry as primarily a matter of private interest can be maintained. The soundest industrial policy is that which has constantly in mind the welfare of the employes as well as the making of profits, and which, when necessity arises, subordinates profits to welfare. Industrial relations are essentially human relations, and it is the duty of every one entrusted with industrial leadership to do all in his power to improve the conditions under which men work and live."

He asks: "Who are the parties to industry?" They are four in number—Capital, Management, Labor and the Community.

"Capital is represented by the stockholders and is usually regarded as embracing management. Management is, however, an entirely separate and distinct party to industry; it consists of the executive officers, who are the administrators of the industry, and who bring to it technical skill and managerial experience. Labor is represented by employes, but its contribution, unlike that of capital, is not detachable from the one who makes it, for it is his physical effort, his strength, his life. Here the list usually ends, for the fourth party, namely, the community, whose interest is vital and in the last analysis controlling, is too often ignored. The community's right to representation in the control of industry and in the shaping of industrial policies is similar to that of labor. But for the community's contribution, in the maintenance of law and order, of agencies of transportation and communication, of systems of money and credit and of other services, all involving continuous outlays, the operation of capital, management and labor would be enormously hampered, if not rendered well nigh impossible. Furthermore, the community is the consumer of the product of industry, and the money which it pays for the product provides the wages, salaries and profits that are distributed among the other parties.

"What are the relations between these four parties in industry? It is frequently maintained that they are hostile and antagonistic. I am convinced that the opposite is the case, that they are not those of enemies, but of partners, and that the four parties have a common interest. Furthermore, success cannot be brought about by any one of the parties assuming a position of dominance and arbitrary control, but it is dependent rather upon the co-operation of all four. Partnership, not enmity, is the watchword.

"The question which confronts the student of industrial problems is how to re-establish personal relations and co-operation in spite of the changed conditions. The answer is not doubtful or questionable, but absolutely clear and unmistakable: Through adequate representation of the four parties thereto in the councils of industry.

"Various methods of representation have been adopted, of which perhaps the most conspicuous is the labor union. As regards the organization of labor, it is just as proper and advantageous for labor to associate itself into organized groups for the advancement of its legitimate interests as for capital to combine for the same objects.

"But organization has its danger. Organized capital sometimes conducts itself in an unworthy manner, contrary to law and in disregard of the interest both of labor and the public. . . . Likewise it sometimes happens that organizations of labor are conducted without just regard for the rights of the employer or the public, and methods and practices adopted which, because unworthy or unlawful, are deserving of public censure. . . . We should not, however, allow the occasional failure in the working of the principle of the organization of labor to prejudice us against the principle itself, for the principle is fundamentally sound. In the further development of the organization of labor and of large business, the public interest as well as the interest of labor and capital alike will be best advanced by whatever stimulates every man to do the best work of which he is capable; by a fuller recognition of the common interest of employers and employed and by an earnest effort to dispel distrust and hatred and to promote good will.

"While labor unions have secured for labor in general many advantages in hours, wages and standards of working conditions, a large proportion of the workers of the country are outside of these organizations, and are to that extent not in a position to bargain collectively. Therefore, an adequate plan of representation for labor must be more comprehensive and all inclusive than the labor union as now organized.

"A system, beginning with the election of representatives in a single plant, it is capable of indefinite development to meet the complex needs of any industry and a wide extension to include all industries. Equally applicable in industries where union or non-union labor, or both, are employed, it seeks to provide full and fair representation of labor, capital and management, taking cognizance also of the community, to which representation could easily be accorded, and has thus far developed a spirit of co-operation and good will which commends it to both employer and employe. The outstanding features of the plan are briefly as follows:

"Representatives chosen by the employes in proportion to their number from their fellow-workers in each plant form the basis of the plan. Joint committees, composed of an equal number of employes or their representatives and an equal number of officers of the

(*Continued on Page 16*)

"Live and Let Live", A Good Policy

By Frank Farrington

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LIVE and let live is a good motto for all business men. No cigar dealer has any God-given right to the trade of any group or class of patrons. Any man can start a cigar store and have a fair claim on such trade as he can get, but no man has any right to feel that a competition is an encroachment. The field is open and all any of us is really entitled to is a fair field and no favor. We can scercely expect to get that much. There will be unfairness now and then and favoritism. Much business goes by favor.

Sometimes we feel inclined to resent the methods of the price cutter. We condemn him off-hand without giving him credit for honesty of intention. As a matter of fact, there should be nothing about price cutting to get us so much excited. Price cutting is not a short cut to a big business. Oftener it is a short cut to a big failure. If the other fellow violates no laws and is not dishonest in his methods, let us not waste time in combating his price cutting merely as such. Our time and energy might better be exerted in building up our own business than in trying to tear down that of someone else. The price cutter may demoralize trade conditions to his own temporary advantage, but we must remember that even a price cutter cannot do business without a profit and keep at it. And we should not be too ready to classify a competitor as a price cutter just because someone comes in and quotes him as having made a cut. Customers will sometimes lie about it.

When the customer quotes some special concession from a competitor, the salesman ought to inquire carefully about it and get all the details of the proposition if it concerns a brand you handle. Often there is some little kink in the proposition that has escaped the customer's notice and he may thank you for bringing to his attention that the brand cut is being discontinued, or the cut price is on a slightly smaller size, or the goods were bought as seconds, or it is a lot secured at a forced sale somewhere. The goods may be a real bargain or they may not. If they are, you can afford to let your customer go and buy them, carrying with him the idea that you are a pretty decent fellow to tell him that it is a real bargain.

It pays a salesman to get as close to his customers as he can by winning their confidence. To do this it is necessary to be honest with them, and honesty should not be confined to statements wholly in favor of the store.

Of course, the customers who will lie to you about what a competitor has offered have to be considered. They may just as likely turn around and lie to your competitor about what you have offered. They may lie about a competitor's price to get you to meet a cut and, if you meet it, they will be able to go elsewhere and quote you without lying. Such customers are found out in the long run, and it is an aid to discovering the tricky ones for you to be on friendly terms with competing salesmen. If you meet the salesman from a competing cigar store now and then and discuss matters in a friendly way, you will be able to get a line, each of you, on some of the tricks of the smokers who are always looking for a lower price or for credit which they do not deserve.

It is not unnatural for a salesman who finds a customer so deeply attached to another store that he will not think of becoming a regular patron elsewhere, to think it is not worth while to try to interest him on the rare occasions when he drops in because it is not convenient to go to his regular dealer. Nothing could be farther from the fact. The customer who is hard to change is well worth cultivating. Some day something is going to happen to make him willing to change. The store he likes may be closed up. It may change hands and he may not like the new management, or there may be a change in salesmen that he will not like. He may be buying there because of some one brand he likes. He may get tired of that brand or manufacture of it may cease. You can think of scores of reasons why a man may become perfectly willing or even desirous of changing stores. When the time comes that he wants to make a change, it is obvious that he will naturally turn to the store where a salesman has been cultivating his acquaintance and trying to please him with treatment and goods.

This position of being second choice of the man who is tied to some other store is one of much value, and it will add some regular customers to your list every year. You cannot get this position by picking flaws in other stores or by knocking any form of competition. Competition has the right to live, and you can make it pay to treat it well. Even a competitor can do you a good turn now and then. You know what happens when smokers come in to buy some particular brand of tobacco that you do not have. If you cannot sell what you do have, they ask where they can probably get what they want. That is your opportunity to favor the competitor you like best. Your competitor has the same kind of opportunities.

Competition is a permanent thing. There is no use waiting for it to end, because it will not end. It will always be there in some form or other. So the salesman needs to keep trying to get the business of competitors' customers. The time when the salesman thinks he has tried long enough to interest some smoker who persists in buying elsewhere may be just the time when that smoker has reached a point where he will yield to a little persuasion to make a change. You need to keep right at the effort all the time. The pitcher who thinks he can let down for a few minutes and take it easy may find himself outguessed right at that moment, and if that minute of relaxation develops into a bunch of rapidly succeeding hits, his game may be lost before he can get his nerve back.

Naturally no man can be perfect, and no salesman can avoid the possibility of letting down once in a while, because no human being can keep his guard up every minute of his working life. But unless we aim at perfection, we certainly will never approach it, and the harder we try, the nearer we will come to succeeding.

GENUINE
"BULL" DURHAM
TOBACCO

Make Cigarettes Machines Can't Imitate

"ROLL YOUR OWN"

NO group of words, few or many, have so insistent, so patriotic, so natural an appeal to smokers these days as—"Roll Your Own."

Full of snap and capable independence, these three words voice *"America's ultimatum"* to cigarette smokers everywhere.

They are an economic *command*. "Rolling your own"—saves labor. It suggests the American's personal ability to do things for himself.

It means—you can roll for yourself, with your own hands, the *mildest*, the *most fragrant*, and the *most economical* cigarette in the world.

Guaranteed by
The American Tobacco Co.
INCORPORATED

For Greater Volume, More Profit and a Better Product

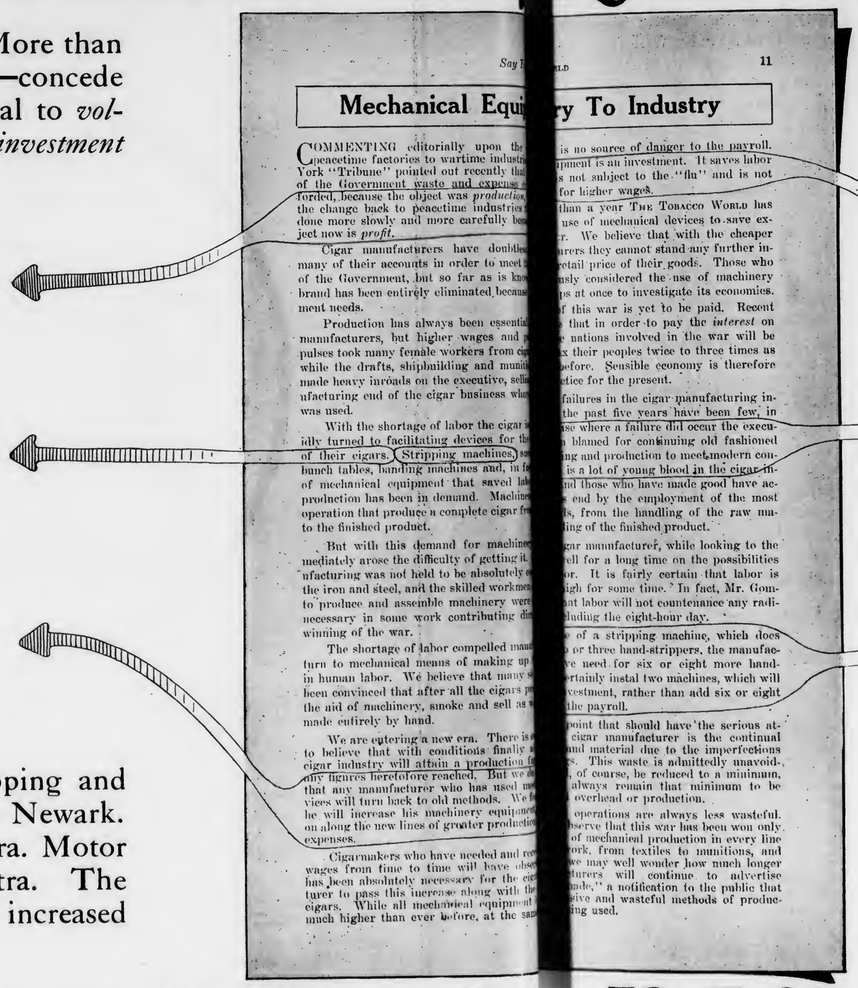
Universal Tobacco Stripping and Booking Machine

Over 3000 Universals are in use. More than 800 manufacturers—large and small—concede the absolute necessity of the Universal to *volume production*. Start 1919 on an *investment basis*. Install the Universal now.

The Universal speeds up production and eliminates waste. Result —PROFIT.

The Universal Tobacco Stripping and Booking Machine will solve *your* labor problems.

Universal users are constantly adding to their Universal equipment. They find it pays.



Mechanical Equi

COMMENTING editorially upon the peacetime factories to wartime industri York "Tribune" pointed out recently tha of the Government waste and expense forded, because the object was *productio* the change back to peacetime industries done more slowly and more carefully be ject now is *profit*.

Cigar manufacturers have doubtle many of their accounts in order to meet of the Government, but so far as is kno brand has been entirely eliminated becaus ment needs.

Production has always been essenti manufacturers, but higher wages and pulses took many female workers from ci while the drafts, shipbuilding and muniti made heavy inroads on the executive, selli ufacturing end of the cigar business wh was used.

With the shortage of labor the cigar idly turned to facilitating devices for th of their cigars. Stripping machines, bunch tables, banding machines and, in fa of mechanical equipment that saved lab production has been in demand. Machine operation that produce a complete cigar fr to the finished product.

But with this demand for machine mediately arose the difficulty of getting it. ufacturing was not held to be absolutely e the iron and steel, and the skilled workmen to produce and assemble machinery were necessary in some work contributing di winning of the war.

The shortage of labor compelled manu turn to mechanical means of making up in human labor. We believe that many s been convinced that after all the cigars p the aid of machinery, smoke and sell as made entirely by hand.

We are entering a new era. There is to believe that with conditions finally cigar industry will attain a production f any figures heretofore reached. But we that any manufacturer who has used m vices will turn back to old methods. We f be will increase his machinery equipment on along the new lines of greater productio expenses.

Cigarmakers who have needed and re wages from time to time will have obse has been absolutely necessary for the cig turer to pass this increase along with the cigars. While all mechanical equipment much higher than ever before, at the sa

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ry To Industry

is no source of danger to the payroll. pment is an investment. It saves labor s not subject to the "flu" and is not for higher wages.

than a year THE TOBACCO WORLD has use of mechanical devices to save ex- r. We believe that with the cheaper urers they cannot stand any further in- retail price of their goods. Those who usly considered the use of machinery ps at once to investigate its economies. f this war is yet to be paid. Recent that in order to pay the *interest* on e nations involved in the war will be x their peoples twice to three times as before. Sensible economy is therefore ctice for the present.

failures in the cigar manufacturing in- the past five years have been few, in se where a failure did occur the execu- n blamed for continuing old fashioned ng and production to meet modern con- is a lot of young blood in the cigar in- nd those who have made good have ac- e end by the employment of the most ts, from the handling of the raw ma- ling of the finished product.

gar manufacturer, while looking to the ell for a long time on the possibilities or. It is fairly certain that labor is igh for some time. In fact, Mr. Gom- nt labor will not countenance any radi- luding the eight-hour day.

e of a stripping machine, which does or three hand-strippers, the manufac- e need for six or eight more hand- rtainly instal two machines, which will vestment, rather than add six or eight the payroll.

point that should have the serious at- cigar manufacturer is the continual nd material due to the imperfections s. This waste is admittedly unavoid- , of course, be reduced to a minimum, always remain that minimum to be overhead or production.

operations are always less wasteful. serve that this war has been won only of mechanical production in every line ork, from textiles to munitions, and e may well wonder how much longer turers will continue to advertise nde," a notification to the public that sive and wasteful methods of produc- ing used.

The price of the Universal Stripping and Booking Machine is $485—F. O. B. Newark. Operator's chair (if desired) $15 extra. Motor Drive and Motor (if needed) $85 extra. The Universal quickly pays for itself in increased output and decreased overhead.

It's wasteful and therefore old-fashioned to make a man or woman do the work that a machine will do *better*, at a *lower price*. It is the *modern* equipment that makes the *modern* plant. It is the *modern* plant that "cashes in" on volume of production.

Over 800 Cigar Manufacturers say the Universal is a gilt-edge investment. It saves labor, conserves tobacco and is *always* on the job!

The Universal equipped factory typifies *modern* methods and economical operation.

One Universal and One Operator will do the work of from 2 to 3 hand-strippers. It quickly pays for itself in the saving it effects in labor, tobacco and time.

Let us prove to you that the Universal is perfectly adapted to your individual requirements. Let us demonstrate the machine in your own factory, with your own tobacco. No obligation is implied by asking us to *show you*.

Universal Tobacco Machine Co.

Catalog and Price List on request

79 Fifth Avenue, New York

Factory ~ 98-104 Murray St., Newark, N.J.

One Employer's Attitude Toward Employes

(*Continued from Page 11*)

company are found in each plant or district. These committees deal with questions of co-operation and conciliation, safety and accident, sanitation, health and housing, recreation and education. Joint conferences of representatives and officers of the company are held in the various districts several times each year, and there is also an annual joint conference, at which reports from all districts are received and considered.

"Another important feature of the plan is an officer known as the President's Industrial Representative, whose duty it is to visit currently all the plants and confer with the representatives, as well as to be available always for conference at the request of the representatives. Thus it will be seen that the employes, through their representatives chosen from among themselves, are in constant touch and conference with the owners through their representatives and the officers in regard to matters pertaining to their common interest.

"The employers' right of appeal is the third outstanding feature of the plan. Any employe with a grievance, real or imaginary, may go with it at once to his representatives, who frequently find there is no real ground for grievance and are able to so convince the employe. But if a real grievance exists or dissatisfaction on the part of the employe continues, the matter is carried to the local boss, foreman or superintendent, where, in the majority of cases, questions are amicably and satisfactorily settled. Further appeal is open to the president, and if satisfaction is not had here, the court of last appeal may be the industrial commission of the State, where such a commission exists, the State Labor Board, or a committee of arbitration. Experience proves that the vast majority of difficulties which occur in an industry arise between the workmen and subordinate officers with whom they are in daily contact. These petty officials are sometimes arbitrary, and it is by their attitude and action that the higher officials and the stockholders are judged. Obviously, the right of appeal from their decision is important, and, even if seldom availed of, tends of itself to modify their attitude.

"Where some such plan as this has been in operation for a considerable space of time, some of the results obtained are:

"First—Uninterrupted operation of the plant and increased output.

"Second—Improved working and living conditions.

"Third—Frequent and close contact between employes and officers.

"Fourth—The elimination of grievances as disturbing factors.

"Fifth—Good will developed to a high degree.

"Sixth—The creation of a community spirit.

"Based as it is upon principles of justice to all those interested in its operation, its success can be counted on so long as it is carried out in a spirit of sincerity and fair play.

"As the leaders of industry face this period of reconstruction, what will their attitude be? Will it be that of the standpatters, who take no account of the extraordinary changes which have come over the face of the civilized world and have taken place in the minds of men, who say: 'What has been and is must continue to be—with our backs to the wall we will fight it out along the old lines or go down with the ship,' who attempt stubbornly to resist the inevitable, and, arming themselves to the teeth, invite open warfare with the other parties in industry, the certain outcome of which will be financial loss, inconvenience and suffering to all, the development of bitterness and hatred, and in the end the bringing about through legislation, if not by force, of conditions, far more drastic than could now be amicably arrived at through mutual concession in friendly conference? Or will it be an attitude, in which I myself profoundly believe, which takes cognizance of the inherent right and justice of the principles underlying the new order, which recognizes that mighty changes are inevitable, many of them desirable, which, not waiting until forced to adopt new methods, takes the lead in calling together the parties in interest for a round-table conference to be held in a spirit of justice, fair play and brotherhood, with a view to working out some plan for co-operation which will insure to all those concerned adequate representation, an opportunity to earn a fair wage under proper working and living conditions, with such restrictions as to hours as shall leave time not alone for food and sleep, but also for recreation and the development of the higher things of life?

"In conclusion let it be said that upon the heads of these leaders—it matters not to which of the four parties they belong—who refuse to reorganize their industrial households in the light of the modern spirit will rest the responsibility for such radical and drastic measures as may later be forced upon industry if the highest interest of all are not shortly considered and dealt with in a spirit of fairness. Who, I say, dares to block the wheels of progress, and to fail to recognize and seize the present opportunity of helping to usher in a new era of industrial peace and prosperity?"

A plan such as Mr. Rockefeller has outlined for introducing the co-operative spirit between capital and labor has been in operation in the organization of Wm. Demuth & Company for some time. This is a notable example in the tobacco industry for the steady growth and progress of this house is unquestioned. The close co-operation that exists between the employers and the employes has built a firm foundation, on which unlimited business expansion may rest securely.

MANILAS!

Do you know, Mr. Cigar Dealer, why the Manila Cigar Business has increased from the Fifty Million Mark of four years ago to the Three Hundred Million Mark of today?

Listen!

Efficient organization of the trade under the direction of the Philippine Government has stabilized the business and built up confidence.

The Manila Cigar has a peculiar quality that appeals to a large class of smokers. It is mild, it burns perfectly, it is hand-made, Spanish style, and it costs the smoker less than any other cigar of that type on the American Market.

Cigar dealers have discovered that greater Profits can be made by handling an attractive cigar line growing in public favor than by clinging to the old lines that have grown only in price.

THERE IS PROFIT IN MANILAS!

List of Manila Manufacturers and Importers on application to

MANILA AD AGENCY
546 West 124th Street, New York

Don't hide your light under a bushel!

Set it on a Candlestick

DON'T handicap the natural growth which the merits of your product would make *certain*, just because you are prejudiced; and think the buyers will *come to you*.

They won't!

If your product *has* exceptional merit, *enlighten* the buying public through the *modern business force* of publicity.

If there *ever was* a time when people need to *know* about better goods and newer, quicker ways to do things, that time is *right now*.

The buyers *won't* flock to your door, even though the latch string hangs out, *unless* you invite them.

Set your light on the candlestick of Business Paper Advertising—don't hide it under a bushel. Use big space regularly to enlighten the buyers in your field. Ours is one of the *best* mediums through which to *reach these buyers*.

"Is a candle brought to be put under a bushel, or under a bed? and not to be set on a candlestick?"

—St. Mark: 4; 21.

Copyright, 1918

The Tobacco World

236 CHESTNUT STREET

PHILADELPHIA

November Revenue Report

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of November, 1918:

(Figures for the fiscal year 1919 are subject to revision on receipt of final reports.)

Products	*November, 1917*	*November, 1918*
Cigars, large, Class A..No.	127,728,080	62,461,610
Cigars, large, Class B..No.	411,680,878	305,220,815
Cigars, large, Class C..No.	150,543,530	166,578,930
Cigars, large, Class D..No.	2,411,190	1,827,805
Cigars, large, Class E..No.	3,367,168	1,705,744
Total	695,730,846	537,794,904
Cigars, small .....No.	81,204,356	63,177,200
Cigarettes, large .....No.	4,001,026	2,255,000
Cigarettes, small .....No.	3,146,080,356	2,986,775,643
Snuff, manufactured ..Lbs.	1,960,660	3,143,040
Tobacco, chewing and smoking .....Lbs.	31,147,312	32,618,009
Playing cards .....Packs	1,475,385	2,009,707

NOTE.—The figures in above statement do not contain tax-paid products from Porto Rico and the Philippine Islands, which are shown in the following supplemental statements:

Tax-paid products from Porto Rico for the month of November:

Products	*November, 1917*	*November, 1918*
Cigars, large, Class A..No.	7,300	3,816,600
Cigars, large, Class B..No.	3,049,460	9,408,100
Cigars, large, Class C..No.	1,403,800	10,107,400
Total	4,460,560	23,332,100
Cigars, small .....No.	80,000	1,000,000
Cigarettes, large .....No.	164,000	.....
Cigarettes, small .....No.	1,226,000	2,000,200

Tax-paid products from the Philippine Islands for the month of October:

Products	*October, 1917*	*October, 1918*
Cigars, large, Class A..No.	9,650,463*	3,019,000
Cigars, large, Class B..No.	.....	24,813,392
Cigars, large, Class C..No.	.....	1,117,275
Cigars, large, Class D..No.	.....	50
Total	9,650,463	28,949,717
Cigarettes, small .....No.	510,000	301,502

*Stamp sales from large cigars for October, 1917, were reported in one amount, which prevents segregation of these figures.

More than a million cigars a year are made at West Palm Beach, Fla., where there are three factories. The output is said to be of excellent quality. J. W. Roberts & Son, have incorporated at Jacksonville with a capital stock of $150,000, to engage in manufacturing business at Tampa, Fla. The officers are Harry B. Roberts, president; Juan B. Gonzales, vice president; Cecil A. McCord, secretary and treasurer.

A pound of P. A.!

The one-best-bet!

EVERY day in the week brings more men to the Prince Albert standard—P. A. rooters who stick to the colors and swear by the brand that hands them such a bundle of joy!

And, why shouldn't they! Prince Albert has such a more-ish flavor and fragrance—and our exclusive patented process cuts out bite and parch!

Prince Albert is a whirlwind *because it has the quality* that makes good with the smoker who is led to give it a tryout through our convincing advertising. *And Prince Albert smokers repeat year after year!*

You'll find P. A. smokers are ready to buy the 16-oz. crystal glass humidors! Just put it to the front and see what happens for what ails your cash drawer!

R. J. Reynolds Tobacco Company
Winston-Salem, N. C.

THE TOPIC

10c CIGAR IS THE TOPIC OF THE DAY

While this high class cigar has only been on the market a short time the demand is forcing the manufacturers to put forth every effort to supply the trade. It is the *topic of the day* among all high class smokers.

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

44

LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

A Pair of Winners

John Ruskin Is it tooOO Big?
Flor de MELBA The Cigar Supreme

Mr. Dealer:—A box of JOHN RUSKIN and FLOR DE MELBA—the Cigar Supreme, on your show case will increase your business. We recommend that you carry a supply of them.

THE BEST AT THEIR PRICE

See Your Jobber Now, or Write Us

I. LEWIS CIGAR MFG. CO., Newark, N. J.

Largest Independent Cigar Factory in the World

Leaf Market News

In Tennessee—Portland reports 130,000 pounds offered, about twenty per cent. rejected. Leaf sold at from $14 to $24 and lugs sold from $10 to $16. Clarksville reports good crops at from $20 to $25 per hundred.

In Ohio—The Ohio Leaf Tobacco Packers' Association met at Dayton the last of December, when plans were discussed "for the disposal of a large stock of tobacco now on hand and for which there is no available market." There is but little demand for the old stock now on the market and the packers are threatened with financial losses.

In Virginia—Danville states total sales on the local tobacco market from the beginning of the season to the 1st of January at 26,188,704 pounds, which brought $9,378,171, an average of $35.81 per hundred pounds. It is estimated that the total sales at Danville will amount to 40,000,000 pounds.

In Georgia—The Nashville, Georgia, Board of Trade is planning to make Berrien County a banner tobacco county of the State. A large warehouse to be used as a tobacco exchange will be built at Nashville by a prominent capitalist, as a sufficient number of acres have been pledged to secure the success of the project.

In the Ashburn district an increased acreage will be planted in 1919, and a central market for storing and sale of tobacco is being arranged for to take care of this year's crop, which is estimated to amount to more than a million dollars.

In Kentucky—At Madisonville 150,000 pounds brought a top individual average of $23.25. Best sales were: Leaf, $28; lugs, $20, and trash, $15. Reports from rural sections are that "barn buyers" have purchased several crops at $20. At Hopkinsville on low grades quotations were from $10 to $25. At Lexington 378,000 pounds sold at an average of $31.79, and 300,000 pounds at an average of $33.32. Fayette quotations were higher on smaller lots at $40.58, $39.27, $38.60 and $36.31. Paris quotations ranged from $37.75 to $51.49. The tobacco was a high quality color and leaf texture. Shelbyville sold bright leaf as high as $52. Owensboro quotes about 7,000,000 pounds of Pryor tobacco at an average of $14.97 per hundred pounds.

Peasants in Russia have been smoking tea leaves. tree leaves and dried moss, as tobacco substitutes. A correspondent claims to have received twelve eggs, a half bushel of potatoes and ten pounds of cheese for a package of cigarettes, upon the Dwina River. We cannot guarantee the accuracy of this statement.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

MAPACUBA
CIGARS
THE ALL-DAY, EVERY-DAY SMOKE
A Lightning Seller!
Every smoker of 10 cent Cigars can be made a REGULAR Mapacuba customer. That means *new* and *regular* profits for *you*. Strongly advertised.
Manufactured by **BAYUK BROS. CO.** *Philadelphia, Pa.*

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
Strengthen Your Advertising Literature
Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.
Ross-Gould Mailing Lists St. Louis

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Meeting 4th Tuesday of each month at Hotel McAlpin

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The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

REGISTERED LABELS and bands, also molds at low prices; at 240 North Fourth Street, Philadelphia, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

MOLDS WANTED—Londres shape. Address S. Monday & Sons, 34 South First Street, Brooklyn, N. Y.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

WANTED—COMPETENT ASSISTANT PACKER FOREMAN; good opportunity for advancement. Address General Cigar Company, Incorporated, 119 West 40th Street, New York.

EXPORTS FOR BELGIUM

Washington, D. C.

So many requests have been received by the War Trade Board from exporters for information regarding import licenses into Belgium, that the present regulations in Belgium relating to the issuance of such licenses have been compiled and published for the benefit of American business interests.

Licenses for the importation of tobacco are issued by the Ministry of Industry, Labor and Revictualing. When the consignees of shipments are Belgians, applications for import licenses will be received only after a favorable recommendation of the Chamber of Commerce in their district. When they are American or other foreigners, however, applications for import licenses should be made to the legation of their country at Brussels, who will present the same to the proper Belgian officials.

C. L. L.

The division of operations of the United States Shipping Board is prepared to name freight rates for tobacco for all overseas trades, both outward and homeward, and through rates from foreign markets via the United States or direct to all world's markets in cargo or parcel lots.

West 14th St. Warehouse Co., Inc.
222-228 West 14th Street
NEW YORK CITY
Specially equipped for the rapid handling of Tobacco
FREE AND BONDED SPACE
Low Insurance **Inquiries Solicited**

YOURS for SERVICE
"Damptite"

It's not a "War Baby"! It's for all time!

Some of the 57 reasons why you should use DAMPTITE

To hold and build up trade you need the *BEST*—That's the DAMPTITE!

Best humidor on the market—preserves the delightful aroma that is the very life, reputation and sale of your cigar.

DAMPTITE will "make" your brand. It won't turn a poor leaf into a Havana cigar, but we've got the can that will save all the quality you put into it.

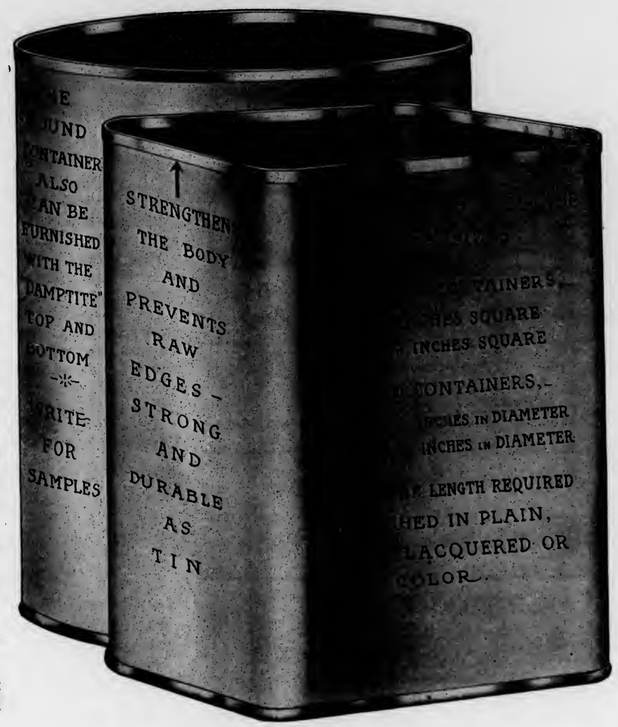
It's moisture proof—four layer fibre package with DAMPTITE composition fused between layers.

Durable—reenforced with tin rim, bottom and cover.

Light—a freight saver; 35% lighter than tin.

No sharp edges—agreeable to handle.

It's a trade winner—without doubt it "clinches" friend customer.



In other words

You Can't Afford To Be Without The "DAMPTITE"

USE IS PROOF—TAKE A TRIAL ORDER
PRICES AND SAMPLES FURNISHED ON APPLICATION

WIEDMANN-ST. LOUIS CIGAR BOX COMPANY
1117-23 NORTH BROADWAY, ST. LOUIS, MO.

AMERICAN BOX SUPPLY CO., 383 Monroe Ave., DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

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Commission Merchant
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Consulado 142, Havana, Cuba

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Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
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SAN MIGUEL 100 HABANA, CUBA

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145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
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LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Here's Iceberg Tobacco

THE following interesting article is a reprint from the Pittsburgh (Pa.) "Sun," which credits it to the Detroit "Free Press":

Growing tobacco midst live icebergs, brown bear and wild—goat, moose, caribou and sheep—all these may be observed from one spot at Jack Johnson's ranch near the mouth of the famous Taku River, only thirty miles from Juneau.

The wonders of this valley have impressed every man, woman and child that has ventured there. But it remained for the enterprising Jack Johnson, with initiative and vision, to plant tobacco right in sight of an iceberg. If it sounds like a fairy tale, Johnson has the tobacco in bloom, three feet high, and leaves thirty inches long. And, furthermore, he cultivates his ranch with two little mules, a fitting detail in a tobacco plantation picture, writes a Juneau correspondent in the Detroit "Free Press."

It was an accident that a package of tobacco seed was slipped into a chest of seeds sent to a local merchant, or perhaps it was a joke of some jobbing house salesman, but when Johnson saw the seeds marked "tobacco" he took a chance and won.

It may seem stranger still to learn that growing tobacco was common among the natives of Alaska before the advent of white men. There is one native woman in Juneau that remembers how her mother, when she was a child, prepared and manufactured snuff from native-grown tobacco. Phoebe is her white name, Kanash her native name. How old she is she does not know, but she is white haired, and says, through an interpreter, that she has seen nearly 100 snows come and go.

When she tells how they planted the tobacco seed in the little boxes, later transplanting to the open spots where ashes had been scattered or old logs burned, then of hanging it up, each leaf separate, and curing it with smoke from alder wood, then one is inclined to give full credence to the old lady's story.

She gave the native recipe for snuff, too. After curing, the tobacco was mixed well with dried alder bark and burned shells. These ingredients were then ground fine in a stone mortar with a stone pestle. Al Haselborg found one of these old pestles a few days ago at the old camping grounds of the old lady's forefathers. It was thus the story was uncovered.

A correspondent of the Portland "Oregonian" argues that because tobacco did not agree with his constitution it does not agree with anyone's. He "awakened" to its harmful affects after using it for five years. A wide-awake man in this office has used it for fifty years, and is still smoking, during most of the hours he is awake.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Cigar Labor Statistics

Washington, D. C.

SOME very interesting data regarding employment in the cigar manufacturing industry has been developed as a result of an investigation into the question by the bureau of labor statistics of the Department of Labor.

Inquiry of fifty-seven cigar manufacturing plants developed the fact that during the month of September, 1918, a slight decrease—four-tenths of one per cent.—was shown in the number of employees as compared with September, 1917, but the pay roll had increased twenty per cent. During September, 1918, these fifty-seven establishments employed eighteen thousand three hundred and twenty-six persons, who were paid $269,453, while during the corresponding month of the preceding year, eighteen thousand three hundred and ninety-three persons were paid $224,559.

A report on the study, which has just been issued, shows that one plant granted an increase of twenty-six per cent. to five per cent. of its employees, and eleven per cent. to another group of five per cent.; and one factory gave an increase of eleven per cent. to about eighty-nine per cent. of the employees. A twenty per cent. increase to all of the employees was reported by another establishment. The entire force in one factory received a fifteen per cent. increase, and sixty-five per cent. of the force in another plant were given an advance of ten per cent. A general increase of seven per cent. was reported by one firm. One establishment granted an increase of two cents a hundred on rolling, and one cent a hundred on bunch-making.

THE TOBACCO TRADE IN THE WAR

The editor of the "Cigar and Tobacco World," of London, England, in his December editorial says:

"What has the tobacco trade done in the great war? The question may be asked in the future. We may even ask it of ourselves in that period of self-searching which always follows times of crisis. What have we done to help forward the cause of truth and justice? We can answer with a clear conscience that the tobacco trade has done its best, has given of its best—in blood, in labor, and in treasure. Its men volunteered in their thousands for service in the Forces, and with factories stripped almost bare of skilled labor to feed the ever-growing demands of the Army and the Navy for men, manufacturers have strained every nerve to keep up the supplies of cigarettes and tobacco that were helping the men to win, while at the same time ensuring, as far as limited leaf stocks would allow, a well-filled pipe or a standard cigarette for the civilian. Such supplies as have been available have been distributed with absolute impartiality. If any have lacked, it has been due to actual shortage. We have 'carried on,' in the tobacco trade, to the utmost limits of human endeavor."

The statement fits the American situation so well that we deem it well worthy of a reprint, with the addition that "to the utmost limits of human endeavor" our tobacco trade supplied a large part of the world, besides taking care of our own troops and civilians, and yielded up vast revenues to war funds with ardor and cheerfulness.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FREEDOM OF THE SEAS:—40,901. For all tobacco products. December 19, 1918. B. Payn's Sons' Tobacco Co., Albany, N. Y.

ARKANSAS BLACK:—40,902. For all tobacco products. December 23, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

SEVEN IN ONE:—40,904. For cigars and cigarettes. December 26, 1918. Jacob H. Gradinger, New York City.

THE GILLPATRICK:—40,905. For all tobacco products. December 23, 1918. The Simson Cigar Co., Newark, Ohio.

EXCHANGE CLUB:—40,906. For all tobacco products. November 30, 1918. Pasbach-Voice Litho. Co., New York City.

SPENCER MORRIS:—40,907. For cigars and all tobacco products. December 31, 1918. Brier Bros., Philadelphia, Pa.

TRANSFERS

CASTLEGATE:—11,484 (Tobacco Leaf). For cigars. Registered February 1, 1896, by Sheip & Vandegrift, Philadelphia, Pa. Transferred to Chas. J. Kiesling, Philadelphia, Pa., and re-transferred by Chas. J. Kiesling Co. to Philip Assner & Co., Boston, Mass., December 14, 1918.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given that an application has been filed with us for the registration of the following trade-marks, and that same will be registered unless we shall be advised of the existence of any valid prior rights thereto by written notice, setting forth specifically the basis of such claim on or before the registration dates set opposite the trade-marks:

CHICAGO—January 9, 1919.
WELCOME—January 9, 1919.
102nd (in pennant)—January 16, 1919.

TOBACCO SHIPMENTS EXPEDITED

Washington, D. C.

INDIVIDUAL applications for export licenses for France and Italy are no longer to be referred respectively to the French High Commission and the Italian High Commission, according to an announcement just made by the War Trade Board.

This announcement supplemented previous action by the War Board, providing that individual applications for export licenses to Great Britain need no longer be referred to the British War Mission. Greater expedition for foreign shipments will now be made possible. So many trade restrictions have been lifted since the signing of the armistice, it was announced, that the Conservation List is now extremely small, and it is possible to relieve exporters of certain procedures formerly necessary.

In connection with this announcement, the War Trade Board called particular attention of exporters to the fact that before shipping they should acquaint themselves thoroughly with the import requirements of the country of destination. This is essential because certain of the regulations which were in force prior to the signing of the armistice are still in full force and effect.

GOOD NEWS FOR EXPORTERS

Washington, D. C.

THE War Trade Board announces that licenses will be issued freely for the exportation to Denmark, Norway, Sweden and European Holland of cigar and cigarette holders and pipes.

Applicants desiring to ship any of these commodities to any of the four countries named should apply, using Application For Export License Form X and such Supplemental Information Sheets as are required for the commodity in question.. Supplemental Information Sheet X-119 is no longer required in connection with the exportation of any of these commodities. Export licenses will be granted without the usual reference to the representative of the War Trade Board abroad. Applicants are cautioned that no shipments should be made in violation of the Trading with the Enemy Act.

The attention of exporters is called to the fact that in some of the countries above mentioned there may still be import restrictions which must be considered by the exporter before shipment is made. This information should be obtained from the representative in Washington or New York of the country to which the goods in question are to be exported.

Reports from the West are to the effect that Ed Cohen has severed his connection with the M. A. Gunst branch and that he says he is out of the cigar trade for good.

AT this season we like to think of our customers as our friends, we like to feel that in a broad sense our customers are our partners—that our success is but the reflection of their success. So on the eve of the New Year we extend to you our sincere wish that it may bring *greater prosperity than ever.*

Pasbach-Voice Lithographing Co., Inc.
11th Ave. and 25th St. New York City
Cigar Labels :: Cigar Bands

The Tobacco World
Established 1881

Volume 39 January 15, 1919 No. 2

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

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GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
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GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
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CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
154 Nassau St. New York City

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
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U. S. Department of Agriculture.

The TOBACCO WORLD

FEBRUARY 1, 1919

This dependable British Tommy
—he helped!

This dependable Yank
—he helped!

This dependable Blue Devil
—he helped!

This dependable Yank Tar
—he helped!

"Lest we forget"

The most useful job of the generation is done. The boys who did it are taking off their uniforms to return to industry, farming, shipping and railroading.

Owl takes this opportunity to wish every man of them Godspeed!

Their new spirit and power to do will go into business. Their daring and resourcefulness will spin the old world into new usefulness and new prosperity.

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Scotch "Lady from Hell"
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This dependable Belgian
—Zowie! He helped!

This dependable Bersagliere
—he helped!

All photographs shown here are
Soldiers smoking actual OWL Cigars

This dependable Anzac
—he helped!

This dependable Canuck
—he helped!

OWL 7c

white OWL 8c

TWO DEPENDABLE CIGARS

This
dependable British Tar
—he helped!

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U·S·AND CANADIAN REPRESENTATIVE
FOR
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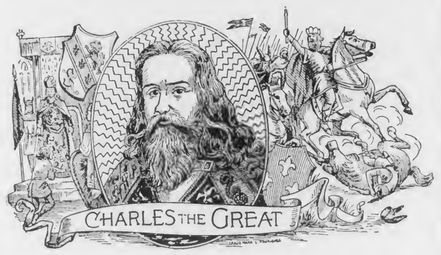
FINE HABANA CIGARS



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THE OLDEST PIPE HOUSE IN AMERICA

For Gentlemen of Good Taste

San Felice

7c Cigars

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BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
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To Dealers:- Write us a postal for a pouch of Real Gravely, it's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
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Imported Sumatra Wrapper
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These cigars are made in the world's finest cigar factory under the eyes of visitors.

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44

LIPSCHUTZ'S 44 CIGAR

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The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

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The "44" oval products are marketed under a name that carries with it a responsibility for quality.

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The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality - and quality alone.

7¢ to preserve the quality

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OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

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An old Belgian firm is ready to take the agency for chewing and smoking tobacco brands, cigars and cigarettes, made in the United States. Address with all particulars,

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We also sell the new **"Combination"** Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

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A High Grade Imported Cigar made of the finest Vuelta Abjoa Tobacco grown on the Island of Cuba
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Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
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A Pair of Winners

John Ruskin IS IT TOOOO BIG?
Flor de MELBA The Cigar Supreme

Mr. Dealer:—A box of JOHN RUSKIN and FLOR DE MELBA —the Cigar Supreme, on your show case will increase your business. We recommend that you carry a supply of them.

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See Your Jobber Now, or Write Us

I. LEWIS CIGAR MFG. CO., Newark, N. J.
Largest Independent Cigar Factory in the World

Volume 39 — THE TOBACCO WORLD — Number 3

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, February 1, 1919 — Foreign $3.50

And Now "The Nineteenth Amendment Shoves A Saintly Nose Above The Horizon"

APPARENTLY the Eighteenth Amendment to the Constitution of the United States is sure to become a part of our Federal laws and the entire country will soon be dependent upon ice cream and grape juice for exhilaration. The Dream of National Prohibition is about to become a Reality.

We can all look back and remember when such a suggestion caused the author to be looked upon as "touched," and therefore sympathized with to some extent. Then there came a time when Local Option was admitted as the privilege of a free people. It became effective in different boroughs and counties throughout the nation. A little later States began going "bone dry." Then the liquor interests began to "sit up and take notice." They began to get together in real organizations, and they began to spend real money.

The awakening came too late. Only a few States have the referendum. National Prohibition has swept the legislatures and it seems to be only a few months hence when the seductive cocktail and the exhilarating highball will be only legends to hand to posterity.

Does the cigar and tobacco trade realize that when the Prohibition forces were being organized the public was continually deluded with the idea that the fight was only against "hard liquors"? If the distillation of gin and whiskey could be prevented then the country would be safe, is the way the reformers put it. A good many sound-minded people agreed with that and Prohibition got a good toehold. And the next thing they got was a foothold. And then they got a regular Indian stranglehold. And then—Good night!

In one single sweep away goes all forms of intoxicants, not only gin and whiskey but beer and light wines. The sleepers may awaken, but they slept too long. The damage seems to be accomplished.

We are not alarmists, but the rather satirical editorial in the New York "Times" on Monday, January 20th, headed "Article XIX" hides a deep truth. The final paragraph of the editorial explains the underlying thought:

"Moral suasion will not do. Have our reformers forgotten that people used to 'drink' tobacco? It is a brother of drink. It prevents centenarians from taking those exercises with the Indian clubs and parallel bars that are necessary to their health. It is a poison, like alcohol. It is wasteful. What is more and most of all, millions of folks get pleasure out of it. Is America to be a country in which folks are to be allowed to enjoy themselves? Not much. The Nineteenth Amendment shoves a saintly nose above the horizon."

The tobacco trade in all its branches should not forget that the forces which accomplished National Prohibition constitute a great organization of unusual power. It is not to be supposed that this organization will disband because one great object has been accomplished. Far from it! There are too many "professional" reformers who would be out of jobs.

Does the tobacco trade realize that at the time of the entrance of the United States into the war with the Central Empires that there were laws either passed or pending against cigarettes and tobacco in more than thirty States? The battle against the cigarette is only the stepping stone, just as gin and whiskey was, to the complete elimination or curtailment of the cigar and tobacco industry.

We do not mean to cry "Wolf" when there is no wolf, but we hope to awaken the individual tobacconist, the jobber and the manufacturer, and the allied trades, to the very definite menace which stands at the threshold.

It was all right for the cigar and tobacco industry, when the liquor interests called for help, to hold up its hands with a "Holier than thou" expression on its face, but if it insists on taking the same attitude as regards the definite battle about to be waged again against the cigarette then it will have ample opportunity to prove its degree of saintliness.

The tobacco trade needs no more definite warning of what the future holds than the editorial, referred to, in the "Times."

At this moment the situation is very much against the industry for the reason that the reform element has an almost perfect organization. Its propaganda is nation-wide, its lieutenants are in every hamlet and city.

The tobacco trade leans upon the slender reed of the Tobacco Merchants Association. Not slender because of the representative firms who constitute its membership, but because of the fact that it is not national in all its branches.

There must be some organization around which the tobacco trade can rally, and the support must be *definite*. This is not a case of "let George do it."

This is a case of every single man interested in the tobacco industry "doing his bit" individually. It is a case of the individual associating with other individuals and working with one great national organization for the growth of a great industry.

The retailer who figures that the "United" will fight the battles of the entire retail trade, labor under a delusion. The fact that the "United" enters the battle unsupported by the independent retailer is, without doubt, a direct prejudice to the cause of the retail trade. The battle for existence cannot be fought by "chain stores" alone. Retailers from all parts of the nation must present an unbroken front.

The cigar manufacturer must not try to fool himself into believing that the General Cigar Company and the American Cigar Company can by their mere prestige win battles for the entire cigar manufacturing industry. These two companies standing up unsupported in a movement for the entire trade would only prejudice opinion. Cigar manufacturers from all parts of the nation must get in line.

We can do no more than suggest that the dealer, jobber, manufacturer, leaf grower and leaf dealer line up their local or State organizations with one national body. A national organization is established. It can do the proper work if supported.

Without organization one by one State laws will curtail and eliminate profitable business for the entire industry.

And we blow our own horn to the extent of urging the support of the legitimate journals of the trade. Through them news and information is spread broadcast. Without them the jobber and dealer, and manufacturer, depend on the salesman for their information, and occasionally the viewpoint may not be entirely correct. The broadest vision of the trade is reflected in the trade papers.

The trade papers stand ready to tell how to form local organizations, how to affiliate with State organizations and the necessary steps to link up with the national trade body.

This war has taught the lesson of Preparedness, and the cigar and tobacco trade should be prepared for defense at least.

There is truth in the sentence, "The Nineteenth Amendment shoves a saintly nose above the horizon."

Rumors Of Anti-Tobacco Legislation

Washington, D. C.

RUMORS of possible anti-tobacco legislation in the future are in the air at the Capital, and there is a great deal of talk regarding the form in which such legislation would be proposed. While there is some talk of an anti-tobacco campaign, the opinion seems to prevail that the first legislation would take the form of a bill calling for the prohibition of cigarettes.

Should any such legislation be proposed, however, it is doubtful what sort of a reception it would receive. Needless to say, one of the most important industries in the country, paying millions of dollars yearly in the shape of taxes, would be hit and, with the elimination of the revenue derived from the liquor taxes it would mean a great loss to the Government if the use of tobacco should be prohibited.

There are many influences which would be brought to bear against such legislation, the chief of which would be the "kick" from returned soldiers, who found in tobacco one of the few solaces of a trench war. These men have learned that a "smoke" calms the nerves before an attack, takes the edge off of exhaustion and affords a feeling of comfort in what would, under ordinary circumstances, be considered the height of distress. These men have the tobacco habit—they would be the first to kick at any "protective" legislation.

There is considerable speculation as to the attitude which would be taken toward such legislation by the Y. M. C. A. During the war, that organization has sold tobacco in every form to men in the service abroad and in the camps in this country. Signs prohibiting smoking are to be taken down from the walls of the Y. M. C. A. buildings throughout this country in order that the returning soldiers may not be restricted in their free use of such buildings. How, then, it is asked, can the Y. M. C. A. go on record as strongly in favor of such legislation, as it would be asked to do if a bill were introduced into Congress?

While the anti-liquor people have declared that they are not interested in the tobacco question and are not to undertake a campaign against its use, the anti-tobacco people, it is said, look upon the recent dry victory as an evidence of what can be done to the people of the country, and are making plans for an early raid upon Washington for the purpose of having their bills introduced.

It is felt, generally, that the anti-tobacco people have a proposition far different from that of the drys. Everybody was willing to admit that liquor was doing a great deal of harm. There were evidences of that on every hand. There are, however, few or no evidences that tobacco is ruining homes, making paupers, filling poorhouses, jails and insane asylums, causing men to beat their wives and wives to beat their husbands, or any other of the things charged to liquor.

Sentiment expressed at the Capitol seems to be that anti-tobacco legislation would be too much of a restriction upon the people and an unwarranted one. In the Capitol itself can be seen some of the effects of tobacco; "Uncle Joe" Cannon, for instance, has smoked for some years. He has reached a good age; whether he would have lived longer than he has if he had not smoked is a problem not yet decided, but the tobacco people are sure of one friend as long as he is in Congress.

C. L. L.

What It Means To Sell Better Cigars

By Frank Farrington

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EVERY cigar salesman has a natural preference for selling to the best class of trade. We like to sell to the men who smoke the best cigars and who buy them by the box. We like to do business with men who have their pockets full of money. We figure that the more money a man has, the more of it we can probably get, although we sometimes find that it is harder to get it.

It ought to be a cardinal principle with the salesman that each customer be sold the best goods he can afford to buy. There is every advantage in selling high-grade goods.

The advantage in selling the best begins right with the salesman himself. He feels a greater pride in his stock and a greater loyalty to the store and a greater pleasure in the selling. Any man can do better work at selling a brand of goods he likes than in selling brands in which he has no confidence, brands he thinks are not worth their price.

Just as the carpenter likes best to work with good tools on a high-priced job, just as the jeweler enjoys working on a South Bend watch better than on an Ingersoll dollar watch, so you get more satisfaction out of selling good cigars.

The customer who is naturally inclined to buy the best smokes is usually a better man with whom to do business. He is better informed on workmanship, tobacco quality, actual value on all points, than the fellow who buys and is satisfied with the Big-and-Bad kind.

And the man who may naturally incline toward the cheaper grades of cigars can be made a better man to do business with by selling him better goods. A man's business ideas are likely to advance as the quality of his purchases advances. The man who is induced to buy a better cigar or a best grade of tobacco recognizes its good points after he has tried it and the next time it is easier to sell him quality goods. More than that, the man who is induced to buy high-grade tobacco will be an easier buyer of a high-grade pipe, or high-grade smokes or accessories of any kind. When a man gets started away from the cheap idea, he doesn't go back. He comes to admit certain standards of which the cheap fellow knows nothing.

The man who buys cheap goods is always finding fault with them. They do not give satisfaction. He expects almost as much of his cheap pipe as the purchaser of the best pipe expects of his. Cheap buyers are dissatisfied buyers, and that makes it harder to sell to them again.

The buyer of cheap cigars may think of the price when he is buying, but when he is smoking, he forgets the price and thinks of the quality. It is then that he becomes dissatisfied. In the same way that buyer of quality cigars, when he smokes them, forgets that he had to pay pretty well for them, and he enjoys them and feels that they are worth whatever they cost.

Selling better goods today means better business today and easier sales tomorrow.

Of course this is all aside from the fact that the better goods pay a better profit. It is always on the cheap brands that there is the most competition and the cut rates. To sell cheap goods without any effort to sell better, is to run the business along the line of the least profit.

While it may be easier to sell the cheaper brands, it is usually the cheap man who makes the bulk of such sales. The poorest kind of a salesman can quote a price, and the price argument is the only argument on cheap goods. No brains and no salesmanship are needed to offer a man goods at a lower figure than he has been paying, though an occasional, not to say frequent stretching of the truth, may be necessary to make the sales. The truth will never make a sale of cheap goods to a man who prefers the best, and nothing but the truth will ever get an order for good goods from a man in the habit of buying cheap smokes.

The smoker who habitually buys cheap tobacco is not likely of his own initiative to raise the quality of his purchases, and the salesman who admits that he can sell only what his customers ask for admits that salesmanship consists merely in handing out goods when asked for. If that is true, then salesmanship is a matter of manual labor rather than head work.

The salesman who takes matters into his own hands and resolves that he can and will sell what he wants to sell, what it will pay him to sell, what it will pay the buyer best to buy, holds in his own hands the making of his business destiny.

There are some smokers who buy cheap tobacco because they never get enough money ahead so they can afford anything else. If a man is just naturally shiftless, perhaps there is nothing to be done with him. Very likely he ought not to be spending any money for tobacco anyway. But there are so few such men that you need not formulate a rule for them.

When a man who has been in the habit of buying cabbage leaves does buy something with quality and a reputation, he becomes the proudest user of good cigars of anyone. He takes more pains to get the most out of his quality smokes, and he keeps them in better condition. So he gets better quality out of them than others who are more used to such grades. And he talks to his friends about the brand and gives free advertising.

When a smoker has paid more than he habitually pays for a cigar he is going to note carefully the quality of that cigar. He will smoke it when he has time to enjoy it. He will appreciate it all the more on that account.

In order to sell the better grades the salesman must know all about his goods. He must know where the tobacco is grown, under what conditions it is manufactured, and all about the workmanship. Just as soon as you begin to urge a man to buy a higher priced article, he begins to ask questions. He wants a whole lot of detailed and specific information, and he may surprise you with his knowledge of cigars.

(*Continued on Page 20*)

Answers To Income Tax Problems

Question.—The profits of my business for 1918 amounted to about $10,000. How much income tax will I be required to pay on this amount?

Answer.—If you are a married man you are allowed an exemption of $2000 together with an additional $200 for each child under 18 years of age. On the first $4000 after that you are taxed at the rate of 6 per cent., and on the rest at the rate of 12 per cent. In addition to this normal tax there is a graduated surtax which applies to incomes of $5000 and over. This surtax is 1 per cent. on the income between $5000 and $6000, 2 per cent. on income between $6000 and $8000, 3 per cent. on income between $8000 and $10,000, etc. Assuming that you are a married man with two children under 18 years, your tax would be calculated in the following manner:

Income,		$10,000
Exemption allowed,		2,400
Amount subject to normal tax,		$7,600
Tax on $4,000 at 6%,	$240	
Tax on $3,600 at 12%,	432	
Total normal tax,		$672
Surtax $5,000 to $6,000 at 1%,	$10	
Surtax $6,000 to $8,000 at 2%,	40	
Surtax $8,000 to $10,000 at 3%,	60	
Total surtax,		110
Total tax,		$782

Question.—I am one of three partners, and the profits of our business amounted to approximately $15,000 for the year 1918. Each partner draws a salary of $3000, but none of the profits of the business were drawn by the partners. Will the partnership be liable for the tax on this profit?

Answer.—Your partnership business as such is not liable to taxation upon its income, but the individual partners are each liable for the tax on his share of the profits of the business. If each of the partners own a one-third interest in the business, then each partner will be required to pay income tax on one-third of the profits earned, viz., $5000, and also on the $3000 received as salary. In this case each partner would have to report an income of $8000, being the total of the two amounts, less the exemptions allowed to married and unmarried persons, as the case may be. The method of computing the tax for each individual partner will be the same as illustrated in the above answer.

Question.—We conduct a retail business and would like to know the shortest method of finding the cost of goods sold during the year.

Answer.—If you are buying and selling merchandise you should find your profits for the year on the following basis: First, ascertain the gross sales or the total cash receipts for the year. Then add together the inventory at the beginning of the year and the total amount of goods purchased during the year. From this sum subtract the inventory at the end of the year, and the result is the cost of goods sold. The cost of goods sold may then be deducted from the gross sales, and the difference is the gross profit. From the gross profit may then be deducted the expenses of doing business, and the result is the net profit for the year. The following illustration will show how this is done.

Total amount of sales for year 1918,		$100,000
Inventory, January 1, 1918,	$10,000	
Goods purchased during 1918,	75,000	
	$85,000	
Inventory, December 31, 1918,	11,000	
Cost of goods sold,		74,000
Gross profit,		$26,000
Cost of doing business (itemize expenses),		17,000
Net profit,		$9,000

Question.—May we claim depreciation on our stock of goods as a deduction from gross profit?

Answer.—Depreciation on goods held for sale is not allowed as a deduction, but the retailer may claim depreciation on the property used for his business, delivery, equipment, fixtures, and other necessary equipment. Depreciation on your stock of goods would probably be taken care of in your annual inventory, as you would not inventory the value of an article at twenty dollars if it were worth only ten dollars, even though it had cost you more than ten dollars.

Question.—Our corporation carries life insurance policies on the lives of a number of the members of the organization. Is the premium paid on these policies deductible as an item of expense from gross income? One of these policies matured during 1918, and the corporation received the face value. Must the amount thus received be reported as taxable income?

Answer.—Premiums paid by corporations for insurance covering the lives of those interested in the business cannot be deducted from the gross income. The premium on such policies is in the nature of an investment rather than an expense, as the amount of premium paid will eventually be returned to the corporation, either through the death of the insured, or when the policy matures.

To determine the amount of taxable income to be reported for the matured policy, find the total amount of premiums paid on this policy. Subtract this from the amount received at maturity, and the difference is the amount of taxable income to be reported from this source.

(Copyright, 1919, by Ralph H. Butz.)

CHATS WITH MANUFACTURERS

IT has happened within the knowledge of almost every tobacco man that some firm that he knew has decided to sell out and retire. These firms marketed a number of brands in a small way and did a large private brand business besides. Imagine a concern's surprise to find when the final meeting was held that their good will was valued at nothing. The price realized was stocks of materials, equipment, etc. Of course, the private brand business might take wings at any time, and they had so many brands of their own with small distribution in widely separated territories that their good will amounted to nothing and brought nothing.

This is the history of dozens of firms that have gone out of business. And this history emphasizes the importance of establishing brand good will and brand and factory prestige. The most ordinary sort of trade paper advertising will help do this. It sows the seeds of brand and factory reputation through the trade. At any time the small manufacturer can point to his trade paper advertising, if he has maintained it continuously, and say, "there is my assurance that my factory and my brand is known in the trade. It is an insurance on my business assets. Anyone can make a cigar at any time and call it any one of a thousand names, but I have *established my* brand and *my* factory with the trade through years of continuous advertising." No matter how small your factory, if you are in business to stay, it will pay you to keep your advertisement in the trade papers.

From this we do not mean to say that trade paper advertising immediately sells the cigars and makes a fortune for the manufacturer, but it is a necessary and economical step in securing the distribution of your product and in making your factory and your brand known to the trade.

And when you do advertise in a trade paper try to have your ad written so that it will be read not in one issue, but every issue, and that means change of copy every issue. It will pay you for the trouble many times.

IT is no misstatement to say that every manufacturer who has entered the cigar business has done so with great faith in his ability to produce a cigar that would take with the public. The men who have succeeded did so entirely because of the unshakable faith which sustained them until the turning point came.

And faith is the most necessary of all qualities in venturing into the realm of advertising. Without it, it is better to go very slow. Advertising requires not only faith, but broad vision, the vision to see that if a thousand dollars invested in advertising would double itself in profits in a week, or a month or a year, enough paper could not be made to print the advertisements of all those who would want to advertise even without solicitation.

Advertising is primarily building for the future. Its results are seldom immediate, but over a period of time advertising has seldom failed, except where the product was wrong or misrepresented. The man without hopes and visions of future growth will be disappointed in advertising because its profits are not immediately available.

The clerk who reads the trade paper may sometime become a retailer and will remember the brands that have been persistently advertised to him. The dealer may become a jobber and remember some of the advertised brands that he has the *faith* to believe that he can secure a larger sale for. And the jobber may become a manufacturer and he will look up the leaf dealers and the lithographers and box makers and machinery manufacturers who have persistently advertised their product to the trade.

Money must be spent and invested to make money. You must advertise before you can expect results. Advertising is an investment.

SO many manufacturers go to every expense to produce a cigar of high quality that we often wonder after considering the expense already incurred why they immediately begin economizing when it gets to the point of banding the cigar and dressing the package. To the transient customer nothing makes a quicker appeal that the attractiveness of the label on the box and the band. If these do not look the value, regardless of the goodness of the cigar, the smoker will often pass such brands by and chose a cigar that does look its value. Without altering the trade-mark many a label and band has been rearranged in such an attractive manner that they have almost sold the cigar by the very power of their appearance.

American lithography has improved greatly in the past few years and it can add greatly to the selling power of many brands.

You will never win a smoker to your brand unless you first get him to try it. The dress of the package, and the band, are silent salesmen in this work. The nationally advertised brands are few. The dealers who shout about the merits of a particular brand know that the smoker looks on the brand with suspicion. But the cigar that looks its value does not need a brass band to get the smoker to try it once. Then it is up to the cigar manufacturer to answer the question of quality, if he has not been wise enough to take care of that point first.

From a standpoint of cost you may be satisfied with your label and band, but how it appeals to the man who spends his money over the counter can best be answered by a disinterested consumer.

TRADE NOTES AND NOTICES

Some men who wanted a smoke robbed the John P. Doran Company store at Akron, O., on January 2, and got away with 185,000 cigars weighing four tons.

Uri Behrend, eighty-one years old, a retired cigar manufacturer of Washington, D. C., and one of the oldest citizens of the Capital, died at his home in that city on January 17.

The offices of Garrett H. Smith, United States and Canadian representative of Compania Litografica de la Habana have been moved to the ninth floor of the Guardian Life Building, 50 Union Square, New York.

A Boston parson says, "Nicotine is the goddess of America, and it ought to go." Would it be unkind to say that he is the jackass of America, and he ought to go? Besides that, the idea of a New England parson calling a goddess "it."

The trade learns with regret of the death of Stuart P. Hubley, manager of the store of Benson & Hedges, at 435 Fifth Avenue, New York. Mr. Hubley was widely known among smokers in New York. He is survived by a widow and six children.

Davis S. Dushkind, son of Counsellor Charles A. Dushkind, secretary of the Tobacco Merchants Association, visited Philadelphia in January in the interest of obtaining new members of the association, in which he met with considerable success. His itinerary covers territory as far West as Missouri and South to Florida.

Bayuk Brothers gave a banquet to their local selling force in the gold room of the Adelphia Hotel on Saturday evening, January 11. H. L. Hirst, secretary of the company and F. J. W. Allen, retail sales manager, made addresses. An entertainment was given by the theatrical talent from the Philadelphia playhouses.

The J. W. Crowdus Drug Company, of Dallas, Texas, one of the leading wholesale drug houses of the country, have established a permanent cigar department under expert supervision of W. W. Haynie, who will also direct the cigar departments of the Behrens Drug Company, at Waco, Texas, and of the C. J. Lincoln Company, of Little Rock, Ark. The Crowdus Company will handle the products of the Mendelsohn Company, of New York and Cleveland; Louis Heitman Company, Dayton, Ohio; Merchants Cigar Company and G. A. Kohler & Company, of York, Pa.; J. J. Schaeffer, of Dayton, Ohio, and Horace R. Kelly & Company, New York, and others.

Max Spiegel, 54 Lispenard Street, New York, importer of cigarette paper, has incorporated under the firm name of Max Spiegel & Sons Company.

A general license has been issued by the British Government, to permit the importation of any quantity of tobacco, manufactured or unmanufactured, including cigars and cigarettes.

The Lima (Ohio) "Times Democrat" states that the Deisel-Wemmer Company has received an order from the Quartermaster General's Department at Washington for 1,750,000 cigars.

The Union American Cigar Company, of Pittsburgh, Pa., has declared a dividend of one per cent. on preferred stock, payable February 15, 1919, to stockholders of record January 25, 1919.

Among the recent visitors to the cigar manufacturing trade in Philadelphia was John H. Allen, of John H. Allen & Company, St. Paul, Minn. He came to visit the factory of Morris D. Neumann & Company.

John H. Duys, after a recent visit to Philadelphia, during which he interviewed a number of the leading cigar manufacturers on the trade outlook, expressed himself as being highly gratified by the result of his visit.

A Siegel & Sons, manufacturers of "Norwood" and "Elektra" cigars, have removed their factory and offices from 89 Maiden Lane, New York, to 1615-1617 Second Avenue, corner of Eighty-fourth Street, where they will occupy the entire building, consisting of four stories, fifty by one hundred feet.

There seems to be an awakening on the part of some manufacturers as to the value of using stripped filler. Buying filler already stripped saves much floor space and also labor cost. For this reason, the Philippine Leaf Tobacco Company, 123 Maiden Lane, New York, is showing a steady increase in the sales of their stripped Philippine tobacco. Bert Lowenthal, who is now traveling through the South, has reported some very large orders to headquarters.

The annual convention of the sales organization of William Demuth & Company, manufacturers of pipes and smokers' articles at 230 Fifth Avenue, New York, closed on January 7, with a banquet at Healy's, Forty-fourth Street and Broadway. George R. Wilson, sales manager, presided as toastmaster. An elaborate cabaret programme was presented. Edward Haas, formerly with the Manhattan Briar Pipe Company, has joined the Demuth organization.

LUCKY STRIKE
"IT'S TOASTED"
15c
YOU pay fifteen cents for twenty Lucky Strikes. You get the real Burley cigarette for the lowest possible price, because of the enormous business done in Lucky Strike Cigarettes.
The growth in demand for Lucky Strike Cigarettes has never been equalled by any other brand in the history of cigarette making.
25,000,000 a day and growing!
20 for 15c

© Guaranteed by The American Tobacco Co. INCORPORATED

CHINNING WITH THE DEALER

THE dealers and jobbers who are sitting tight in the boat waiting for prices to come down are fooling no one but themselves. The tobacco used in cigars this year was bought last year at abnormally high prices. The leaf market prices today influence cigar prices possibly a year hence, and not before. But the most important factor is the elimination of the liquor revenue which is estimated at about $500,000,000, including State taxes. Is the cigar and tobacco trade so short sighted as to believe that it will not be expected to bear some of this? If some of our reformers have their way the proposed tax in the new bill of $5.40 on Class B cigars will be turned into a permanent tax of about $8. Nothing short of a panic will ever bring cigar prices down. They are up to stay.

***

MORE than one dealer has asked his trade paper for an opinion as regards cutting prices. We think that invariably the editor will advise against it. However, there should be some latitude given in such an answer.

Many small dealers fall for a cigar that is low-priced with an additional quantity discount. He slips on the dream of big profits. A year later he has about ninety per cent. of the purchase left. Cut prices? Most certainly, and get the goods out of the store and the money back in the bank. Then stick to standard goods, products advertised in trade papers and elsewhere, and get the full retail price for every article. There is no need to cut prices on goods that are in demand, but there is good business sense in cutting prices on "dead" stock to get it off the shelves. Capital is worth something in every business, large or small. How many small dealers can afford to have $100 tied up in dead stock?

***

MANY dealers overlook the possibilities of a window display despite the fact that the window represents the biggest asset of the store. There are a number of clever window-dressing concerns that will arrange displays at a reasonable figure and the wise dealer calls them in for assistance. Once a dealer establishes himself with the salesmen as a "live wire" as regards the use of his windows, some manufacturers will occasionally give the dealer a lift. Department stores could not exist without their rows of window displays, but there are thousands of cigar dealers who have windows and who do not use them, and yet they kick because they are not making a million dollars a year. No man gets out of his business more than he puts in it, and the chief item is *brains*.

NO customer likes to be kept waiting for his change and one of the first marks of a progressive dealer is the cash register behind the counter. The old cash drawer is a thing of the past. The cash register is an indication of a merchant who desires to give prompt service, and who is anxious to know just how much business he is doing and how he is doing it. Still there are some dealers who are living in the past.

***

And speaking of pipes reminds us that we were standing in a chain store in New York recently when the manager of the pipe department came in. He grunted disapproval at the low average of the pipes sold. He indicated to the customers that he had a large chip on his shoulder and the clerk took the hint and kept his mouth shut. After the pipe manager had gone out the clerk remarked, "Why shouldn't my average be low, I haven't had a window on pipes in three months. If they give me a good window I can bring my average up to equal the best of them, despite the fact that this is not a pipe neighborhood."

The clerk went on to say that the window display was the big factor in moving his higher priced pipes, and that he had never had a window display when his pipe sales did not show an immediate and satisfactory response.

The live retailer should not overlook the tip handed out by the clerk. Window displays pay, and pay big. But, of course, this does not mean that one display should be expected to pull indefinitely.

***

WE stood at a dealer's counter the other day with a manufacturer and he bought us some of his smokes. Said the manufacturer, "Do you notice the good condition in which Mr. Blank keeps his goods?" And we said we did. And the manufacturer said, "That is the secret of this brand. I ship them in good condition and only enough to insure quick repeat orders if the brand takes. The dealers who have kept my stock in good condition have made me. And the prestige of thousands of brands, on the other hand, is damaged by the dealer having no facilities for keeping his stock in first-class shape, to say nothing of the lost profits to the dealer. Every dealer should have some humidor facilities, and moisteners in his cases."

But the average small dealer does not take such suggestions seriously. He depends entirely on brand prestige to bring him business. In many cases he could increase his business handsomely if he would make an effort to establish a reputation for the condition in which he keeps his cigars.

The Sales Curve Still goes up!

THERE are weeks and months of snow and ice and cold, drizzling rain ahead—evenings when it is the greatest comfort to stay quietly at home and play cards. Throughout the winter card sales have run steadily at the highest level we have ever known.

And the curve that charts the sales of

BICYCLE PLAYING CARDS
AND
CONGRESS PLAYING CARDS

is still going up.

As usual the biggest gains have gone to the livest dealers—or at least the ones that are most alive to the possibilities for profit in playing cards; if they are given a little attention, and merchandized a bit.

Bicycle and Congress playing cards are being more heavily advertised right now than they ever have been. And many of our dealers tell us—better advertised. The copy is human, suggestive, homy—bound to tell heavily in popularizing card sales at home.

Everybody has known Bicycle and Congress playing cards for years, and asked for them or at least accepted them without question.

All that is necessary to get your full share of the good playing card business that is adding to dealers' profits everywhere is to stock the cards—preferably all the popular backs—and display them. Let people know you have what they want.

Write for window and counter display material.

The U. S. Playing Card Company
CINCINNATI, U. S. A. **WINDSOR, CANADA**

DEPARTMENT 6

Exports Of Manufactured Tobaccos Increase

Washington, D. C.

MANUFACTURES of tobacco exported during the first eleven months of 1918 were more than double in value the exports of the corresponding period of 1917, according to statistics which have been compiled by the bureau of foreign and domestic commerce of the Department of Commerce. Figures regarding the quantity, except in the case of cigarettes, are not available, but the cigarette exports show an increase of more than a hundred per cent.

Total manufactures of tobacco exported during the eleven-month period of 1918 amounted in value to $28,058,972, as compared with $13,466,400 in 1917, and $9,298,814 in 1916. The greater part of these exports, of course, were cigarettes.

Exports of cigars and cheroots during the period amounted in value to $762,255, as compared with $50,506 in 1917, and $34,111 in 1916. Plug tobacco shipments were valued at $1,921,110, as compared with $1,262,040 in 1917, and $1,292,631 in 1916. Shipments of smoking tobacco were valued at $2,642,578, a considerable increase over the total of $997,072 for 1917, and $1,025,758 for 1916. All other exports, except cigarettes, totaled $460,566, as compared with $333,822 for 1917, and $457,496 for 1916.

An increase of nearly six billion cigarettes is shown in the export figures for that item for the eleven months of 1918, as compared with the same period of the preceding year, the figures being 11,469,809,000, valued at $22,272,463, as compared with 5,673,929,000, with a value of $10,822,960. Exports during the eleven months ended with November, 1916, were 3,674,817,000, worth $6,488,818.

The following table shows in detail how these cigarette exports were divided among the various markets:

1916	*Quantity.*
France,	.....
United Kingdom,	.....
Panama,	47,527,000
China,	2,106,107,000
Straits Settlements,	960,068,000
Siam,	216,910,000
Other countries,	344,205,000
1917	
France,	.....
United Kingdom,	.....
Panama,	71,485,000
China,	4,090,079,000
Straits Settlements,	876,323,000
Siam,	134,660,000
Other countries,	501,382,000
1918	
France,	1,238,539,000
United Kingdom,	1,386,503,000
Panama,	49,928,000
China,	6,314,513,000
Straits Settlements,	1,115,248,000
Siam,	184,450,000
Other countries,	1,180,622,000

C. L. L.

Newfoundland Imports Our Tobacco Products

Washington, D. C.

FIGURES supplied by the American Consul at St. Johns, to the Department of Commerce, show the imports of leaf and manufactured tobacco into Newfoundland during the fiscal year ended June 30, 1918.

Leaf tobacco imported totaled 826,161 pounds, valued at $129,607, all of which came from the United States. The total imports of smoking and chewing tobacco amounted to 191,105 pounds, valued at $59,807, of which 183,188 pounds, valued at $55,290, came from the United States; 4296 pounds, valued at $1447, from Canada, and 3324 pounds, valued at $2249, from the United Kingdom; the remainder came from the British West Indies, China and St. Pierre.

The importation of cigars amounted to 7514 pounds, valued at $16,139, of which 2170 pounds, valued at $3828, came from the United States; 2716 pounds, valued at $7163, from the British West Indies; 705 pounds, valued at $2252, from the French West Indies; 1223 pounds, valued at $1377, from Holland; 21 pounds, valued at $1408, from the United Kingdom, and 53 pounds, valued at $109, from Canada. The total importation of cigarettes amounted to 4280 pounds, valued at $5674, of which 1156 pounds, valued at $1865, came from the United States, and 3115 pounds, valued at $3785, from the United Kingdom.

Due principally to the increased export and excise duties and the surtax, the manufacture of cigarettes in Newfoundland increased considerably in 1918, between twelve and fifteen million having been produced.

The population of Newfoundland is about 245,000, and the principal industries are those of the fisheries, forests and mines. Men engaged in these industries mostly consume the local product and seem to prefer plug tobacco of fairly good strength and of the darker shades, both for smoking and chewing.

Inasmuch as Newfoundland is a separate and independent possession of Great Britain, points out the consul, separate and apart from Canada, Newfoundland merchants should not be referred to American branch establishments in Canada when making inquiries with a view to purchasing United States goods.

C. L. L.

This is a reproduction of a Melachrino advertisement in *"The Stars and Stripes,"* the daily newspaper published by the American Expeditionary Forces on French Soil.

Wherever in the world men of taste and experience gather you will find Melachrino sold—and smoked—the cigarette elect of Allied Nations.

M. MELACHRINO & CO., Incorporated
1790 Broadway, New York

Tobacco Culture In The Philippines

By Alvin Fox, Agric. B. S.

TOBACCO is grown generally throughout the Philippines. In nearly every province of the Archipelago patches may be found, and the leaf tobacco is used by the growers and their neighbors. The better commercial grades of leaf tobacco comes from the "well-known" Valley of the Cagayan River district; in the northern part of the Island of Luzon; on which the city of Manila is so located on. This valley extends upwards to two hundred miles along the river and is very sparsely populated.

During the rainy season the river overflows its banks and floods the flat stretches that border it. There is thus deposited each year a natural fertilizer in the form of silt which makes the soil extremely rich. The valley being protected on the east and west by mountains, is free from most of the winds that pass over the islands, but the result is that the weather is exceedingly warm. Conditions are thus found to be particularly favorable to the cultivation of high grade tobacco.

It is customary to let the field lay without cultivation from the time of harvesting to the time of planting the next crop, as this time is during the rainy season, the weeds naturally grow rank and leaves a great deal of vegetable matter to be plowed under. This is of great benefit, because it supplies humus, which is very necessary in a tobacco soil. It would be much better, however, to plant a crop of legumes for plowing under, and the work connected with this would be amply repaid by the better quality of tobacco and the saving of fertilizer.

Immediately after the harvesting of the crop the land should be plowed and cow peas, velvet or sword beans or some suitable legume should be planted in rows, from three to four feet apart. Through the summer these legumes will entirely cover the ground and should be plowed under with a turn-plow a month or six weeks before the tobacco seedlings are ready to set out. After plowing the land it should be stirred at least once a week until planting time, because at that time of the year drought is the one thing to guard against and by stirring the surface layer the moisture in the underlying soil is prevented from escaping.

The major portion of this tobacco is utilized in the manufacture of "Manila Cigars," which have been well known to the trade for many years. Because of the preference enjoyed in the markets of the United States, a steadily increasing demand has developed in that country and the bulk of the cigars exported is now consumed there.

Large quantities of tobacco are also grown in the central provinces of the Island of Luzon. This is not equal in quality to the tobacco from Cagayan Valley and formerly it was disposed of entirely in European markets, but during the past two years a demand has been created for it in the United States and that country is now taking the greater part of tobacco.

By far the largest consumption of tobacco within the islands is in the form of cigarettes. The number of manufactured cigarettes on which taxes are paid in the Philippines amounted to over four billion annually.

In addition to these a great many are consumed by people who make them by hand. The export of Philippine cigarettes is small in comparison with that of cigars.

War Revenue Bill Delayed

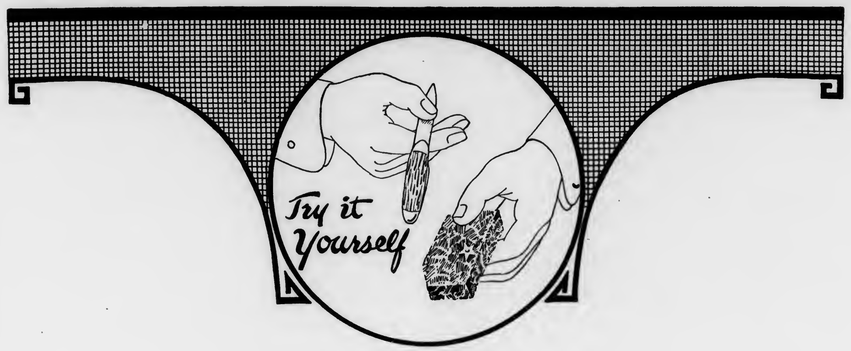
Washington, D. C.

DUE to the illness of Representative Kitchen, of North Carolina, chairman of the House ways and means committee, consideration of the war revenue bill has been considerably delayed, and it will undoubtedly be some time in February before the conference committee will be able to conclude its deliberations and report on the measure.

Basing an opinion upon the manner in which the conference committee has handled the taxes thus far considered, it is believed there will be many changes made in the provisions affecting the tobacco industry, and that these provisions, as reported by the committee, will differ considerably both from those passed by the House and those substituted in the Senate measure.

The illness of Congressman Kitchen is considered especially unfortunate in view of the fact that it had been the desire of Congress and the Treasury Department to have the bill reported by the end of this month, in order that the Bureau of Internal Revenue might begin its work of making collections. It is possible that, if the bill seems likely to be delayed any considerable time, the department will make collections of income and excess profits taxes under the present law and then, upon passage of the new measure, call for supplementary returns and additional payments.

C. L. L.



THERE is extra quality in every chew of mellow, tasty *STAR*.

It's that old-fashioned quality. Chew STAR—you'll enjoy it.

The plug is so thick it won't dry out like a thin plug—and you get *more chews*. One chew will show you the difference. Try STAR.

Liggett & Myers Tobacco Co.

Star Tobacco
Standard for 40 Years

LEAF MARKET JOTTINGS

In Lancaster County.—The largest meeting ever held by the Lancaster County Tobacco Growers Association was convened on January 13. Every section of the county was represented. The principal topic of the meeting was to find some acceptable method, that is, a new marketing method for the Lancaster County tobacco crop. The effort was futile, and after a long discussion they practically gave it up.

The officers elected were: President, John F. Weaver, Lancaster; vice president, J. Aldus Herr, West Lampeter; secretary-treasurer, Otto Olsen, Ephrata; directors, D. H. Landis, Windom; H. C. Reinhold, East Petersburg; Martin H. Good, Pequea; H. S. Hershey, East Petersburg; P. W. Baker, Landisville; A. E. Lane, Clay, and George Hilton, White Horse, and auditors, Aaron S. Rohrer, Greenfield; John G. Reist, Mount Joy, and C. H. Habecker, Rohrerstown.

Reports from various sections of the county showed that with very few exceptions, no crops had been sold. The few prices quoted gave no reasonable basis for further estimates.

A correspondent writes that the growers appear to have come to a realizing sense of conditions and are asking 20 cents, where they formerly asked 25 to 30 cents, and a local packer claimed to have bought a few crops under 14 cents a pound. Indications are that there will be a considerable delay before any general selling takes place.

The 1918 Crop.—Kentucky had 475,000 acres, average yield, 900 pounds; 427,500,000 pounds; farm value, $98,325,000; value per acre, $207.

North Carolina had 400,000 acres; average yield, 705 pounds; total production, 282,000,000; farm value, $101,502,000; value per acre, $253.80.

Virginia had an acreage of 190,000 and a total production of 146,300,000 pounds, which was third to Kentucky. The total acreage in the United States was 1,549,000, which was an increase over 1917 of 31,200 acres, with a yield per acre of 865.1 pounds, an increase of 42 pounds per acre, the total production being 1,340,019,000 pounds, representing an increase of 100,743,000 pounds for the year 1918. The total farm value was $374,318,000, which is an average of $241.65 per acre.

In Wisconsin.—None of the largest concerns are maintaining their buying forces, and while there are some buyers out there is such a wide difference between the prices named by farmers and dealers that few sales have been made. At a meeting of growers recently held at Edgerton, a minimum price of thirty cents was agreed upon.

In West Virginia.—One million pounds of tobacco was sold at Huntington on January 11, at an average price of $34 per hundred. The highest mark for the week was 74 cents a pound. Other crops brought $42.73; $39.43; $42.42; $44; $47; $45 and $43.13.

In California.—Yolo County claims to produce tobacco that contains the particular properties necessary for the highest grades of cigarettes. Mention is made of the shipment from Esparto, by Chiflakos Brothers of 30,000 pounds, valued at one dollar a pound and sold to a representative of a large tobacco firm of China.

In Tennessee.—Gallatin reports spirited bidding at a sale of burley on January 8, with very high prices. Many large tobacco interests were represented. Prices mentioned are $47.39 and $51. The highest price paid for a single basket was $57. Clarksville sold 40,000 pounds at $20 to $27 per hundred, and $12 to $15 for lugs. Portland sold 120,000 pounds at an average of $15.85.

North Carolina reports tobacco sales of fifty-five million pounds in December, 1918, and expects to sell more than $100,000,000 worth for the year. The big markets were in millions: Winston-Salem, 8; Wilson, 7; Greenville, 5; Rocky Mount, 4.5; Kinston, 3.5; Durham, 2, and Oxford, 2. Advices on January sales show an average of $33.12 per hundred, an advance of about two dollars above the closing December average.

In Florida.—Reports indicate that in quantity while quality is fine, there are not as many light warppers as there were last season, and for this reason there is sure to be a brisk demand for light and light medium wrappers. The manufacturers who delay laying in a supply may shortly find the market pretty bare of Florida and light Georgia wrappers. The Gafla Sumatra Company, of Quincy, Fla., one of our advertisers, who specialize in Florida and Georgia shadegrown wrappers, are right in the belt and should be able to give further information to any manufacturers who are interested.

New England.—There seems to be a tight lid on price reports in Connecticut and Massachusetts. At a meeting of the Franklin and Hampshire Tobacco Growers' Association it was stated that 22 of 75 members had not sold this year's crop and the highest price paid for tobacco was 39 cents in the bundle. Very little tobacco has sold in Connecticut during the past two months. Buyers know that the growers are banded together to secure maximum prices, but say that slow buying is due to the large stocks on hand and temporary labor shortage.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

TOPIC

Clear Havana Cigars

10c and upwards

BOLD

"Above All"

SEVEN CENTS

Smokes for the discriminating smoker that are perfection in the blending and selection of high grade tobaccos.

Bobrow Brothers

MFGRS.

Philadelphia **Penna.**

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,

Makers

PHILADELPHIA

Selling Better Cigars

(Continued from Page 7)

When a man expects to pay ten cents for a cigar, he is not going to pay fifteen without knowing some reason for it. There must be a good and sufficient explanation of why the extra quality is an advantage.

If the customer finds he knows more about the goods than the salesman, or if he asks questions the salesman is unable to answer satisfactorily, there is little chance of his buying anything better than what he expected.

The salesman who is going to boost his sales by selling better goods must study continually the lines he is handling. To know all about a line when you start in to sell it is almost impossible, and even if it were not, it would not argue that you would be well informed a year later. Conditions change so rapidly nowadays in the manufacture of smokers' supplies that it requires more than the mere selling of the goods to enable one to keep up with the changes. The salesman needs to keep in close touch with marketing conditions through his trade paper.

Sometimes one may frighten a customer by going at him wrong end first and trying to sell him the best thing in the case before he has really decided to buy anything at all. Start in just as near a man's financial level and taste level as you can and then work up as far as it is wise to go. It is a waste of time and of the customer's patience to start too high or too low.

With a good many customers you are at a disadvantage when you haven't a brand as cheap as they want to buy, because then they will not take your disparagement of the cheap goods at its face value. They think, "Well, of course, he has to recommend what he has anyway." If the prospective buyer knows the store has both the lower priced and the higher priced goods, and if the salesman can convince him that there is as much or more profit in selling the cheap goods, then the buyer listens with belief to what the salesman has to say of the advantages of the better grades.

It is a grave mistake to say anything to make the customer feel ashamed of having asked for something cheap. I have known salesmen to take no pains to conceal their scorn for the man who asks for a cheap smoke. Such a customer can never be converted into a buyer of quality goods by treating him as if he were a piker.

There is no reason why it should not be easier to talk high-quality goods and to sell them than to sell cheap ones. All the desires of the buyer and seller are for the good goods. The cheap smoke has nothing to recommend it but its price. We all know the customer would prefer the better quality if he could afford it.

Quality goods need make no apology for their cost. It is right that better goods bring more money and they ought to pay a better profit. They are worth the difference and you may be sure that men who buy them will find it out when they come to use them. Usually they will thank you, in their own minds at least, for having got them started on better smokes.

GENUINE "BULL" DURHAM TOBACCO

Make Cigarettes Machines Can't Imitate

"ROLL YOUR OWN"

NO group of words, few or many, have so insistent, so patriotic, so natural an appeal to smokers these days as—"Roll Your Own."

Full of snap and capable independence, these three words voice *"America's ultimatum"* to cigarette smokers everywhere.

They are an economic *command.* "Rolling your own"—saves labor. It suggests the American's personal ability to do things for himself.

It means—you can roll for yourself, with your own hands, the *mildest,* the *most fragrant,* and the *most economical* cigarette in the world.

Guaranteed by

The American Tobacco Co.

INCORPORATED

MAPACUBA
CIGARS
THE ALL-DAY, EVERY-DAY SMOKE
A Lightning Seller!
Every smoker of 10 cent Cigars can be made a REGULAR Mapacuba customer. That means *new* and *regular* profits for *you*. Strongly advertised.
Manufactured by **BAYUK BROS. CO.** *Philadelphia, Pa.*

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Miners, etc. *This valuable Reference Book free.* Write for it.
Strengthen Your Advertising Literature
Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.
Ross-Gould Mailing Lists St. Louis

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

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EDWARD WISE	Chairman Executive Committee
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New York Offices, 5 Beekman Street

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Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

REGISTERED LABELS and bands, also molds at low prices; at 240 North Fourth Street, Philadelphia, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

MOLDS WANTED—Londres shape. Address S. Monday & Sons, 34 South First Street, Brooklyn, N. Y.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

WANTED—COMPETENT ASSISTANT PACKER FOREMAN; good opportunity for advancement. Address General Cigar Company, Incorporated. 119 West 40th Street, New York.

MACHINE FOR SALE

SCRAP CUTTING AND SIFTING MACHINE FOR SALE, in good condition. Low price for quick buyer. Address Box 255, Tobacco World.

TOBACCO GROWING IN DENMARK

TOBACCO growing at fifty-five degrees north latitude would seem an impossibility in America, but in the Odense district of Denmark, which lies between fifty-five and fifty-six degrees (opposite northern Canada), the cultivation of tobacco has been taken up by many farmers since the war, reports the American Consul at Odense to the Department of Commerce.

"It would appear to be extremely doubtful, however, whether tobacco raising has a future here," he reports. "Odense tobacco is far inferior in taste and fragrance to imported tobacco, and it is only the difficulty of obtaining the latter that has given an impetus to this new crop. The best that can be said of the tobacco is that it is better than cherry leaves and potato tops, which in a dried form have been considerably used as a tobacco substitute in Denmark.

"While most of the tobacco raised here is for home use, some growers have taken up the cultivation as a profitable industry. One farmer on about one-third of an acre raised a crop of tobacco that brought over $500. This, however, is an exception, and it seems most probable that the tobacco industry, like other war-born industries, will practically disappear as soon as normal conditions are restored and imported tobacco is again on the market."

The War Trade Board announces that all persons in the United States are authorized, subject to the rules and regulations of the War Trade Board, to trade and communicate with persons residing in the States of Alsace and Lorraine.

Investigate *Before*, not *After*!

DON'T go slip-shod into the matter of advertising, spend the appropriation, find that the plan *didn't work*, and then hold a long-winded conference to find out *why it failed*. It is *better business* to hold the conference, and do the *investigating* and *analytical* work *first*, rather than *after* the expenditures have been made.

Many a company has, *without* making an analysis of conditions, decided to use other media for their publicity when they *should have used* good business papers. Business Papers have *increased* so much in interest and value during recent years that the progressive merchant can't afford *not* to read them.

Business Paper Advertising is *not* the *only* good advertising, but on most propositions business papers should be used *regardless* of the additional kinds of publicity employed.

Apply the same good judgment to your *advertising department* that you do to the *other* departments of your business. Advertising is of equal and often *more* importance.

As Davy Crockett said, *"Be sure you are right, then go ahead."*

The Tobacco World
236 Chestnut Street
Philadelphia

Copyright, 1918,

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Egypt and Tobacco Growing

THE famous cigarettes that are made in Cairo and Alexandria, and are known in this market as Egyptian cigarettes, are made of tobacco imported into Egypt, as is generally known by smokers as well as the members of the trade. However, now that the Coalition manifesto has mentioned Colonial Preference a new interest attaches to the discussion, many times renewed in Egypt itself, as to the cultivation of tobacco in that country. A decree promulgated in 1890 prohibited the growth of tobacco in Egypt, and at the same time deplaced the land toll levied on the plantations by a tax on foreign products brought into the country. Egypt's total consumption at the time was about 7,900,000 kilogrammes, of which one-half was imported and the rest furnished by the local production. It is held in a report in Arabic on the question, a translation of which was published by the "Sphinx" (Cairo) of December 6, 1913, that if the cultivation of tobacco had not been prohibited, the country would have continued to furnish the half of the total consumption. The Customs report of 1912 shows an importation of about 8,000,000 kilos, of which 500,000 only are re-exported in the form of cigarettes. It is stated by the report that the Government's object in signing the commercial treaty of 1906 with Greece was to obtain the prohibition of Hachich growing in Greece. This is why the Egyptian Government undertook not to authorize the cultivation of tobacco nor to constitute a monopoly of its industry during the life of the treaty. Dealing with the quality of the Egyptian tobacco when it is grown there, the report states that the accusation of bad quality brought against the native-grown tobacco is unfounded. There is nothing to prove, the report continues, that the quality of Egyptian-grown tobacco may not be improved. Mr. C. Hartley Davies, late of the editorial staff of the "Sphinx," and now of the City Tobacco Company, Limited, informs us that when he was in Egypt he interviewed the then British Agency Chief, the late Lord Kitchener, who expressed his sympathy with the growers and his belief in the possibility of good tobacco production.—From "Tobacco," London, England.

They were looking at the kangaroo at the Zoo, when an Irishman said: "Beg pardon, sor, phwat kind of a crature is that?"

"Oh," said the gentleman, "that is a native of Australia."

"Good hivins!" exclaimed Pat; "an' me sister married wan o' them."—"Tit-Bits."

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Notes and Comment

According to the Government reports, thirty-nine billion cigarettes were produced in the United States last year, or four times as many as were produced seven years ago.

Export licenses will be issued to approved consignees for the shipment of all non-conserved commodities, including tobacco, to Siberia. It is no longer necessary to consign shipments to that country to the War Trade Board representatives at Vladivostock.

Palestine, with trade routes reaching out by rail and caravan across Persia, was opened again to American export and import on January 20, by the War Trade Board. Figs, dates and tobaccos from the Levant are the most generally known articles of commerce made available by the order.

In the year ended with September, 1918, the British-American Tobacco Company reported net profits amounting to £3,140,174 after allowing for income and excess profits taxes. The company has also declared a final dividend of six per cent., making total disbursements of thirty per cent. for the year.

A reports states that the Tobacco Products Corporation has taken over the Harris Tobacco Company, of Reidsville, N. C. The latter is the manufacturer of a high-grade granulated tobacco and purchase gives Tobacco Products entrance into the granulated field. The Harris concern has been in existence about fifty years.

In the month of November 16,126,169 pounds of raw tobacco was delivered to England from the United States as against about three and a half million pounds in November, 1917. As the armistice was not signed until the 11th, this fact shows that the Allied navies had about eliminated the submarine menace, whose jig was up.

Senator Saulsbury has introduced legislation into the Senate providing for the appointment by the President of a commission of three members to go to Porto Rico to study and make a report to the President upon the industrial and economic conditions of the island.

The measure carries with it an appropriation of $7500 for the payment of compensation and expenses of the commission and its secretary.

The total value of exports of tobacco products from the Philippine Islands in 1917, reached the sum of $7,150,540, as compared with $5,826,173 in 1916 and $3,704,934 in 1915. The greatest gain was shown in cigars, the value of those, as well as of cigarettes, being the highest recorded. The value of other tobacco exports showed a decline as compared with 1916, but exceeded that for any other year. The total number of cigars exported amounted to 284,524,500, valued at $4,794,096, or an average of $16.84 per 1000. The United States took almost three-fourths of this output at $3,862,983, or an average of $19.10 per 1000, which was considerably higher than the average price elsewhere.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

MACHINERY and SUPPLIES
for Cigarette Factories
New York Cigarette Machine Co., Inc.,
25 ELM STREET NEW YORK, N. Y.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ABOOD SPECIAL:—40,908. For all tobacco products. December 21, 1918. M. Abood Cigar Co., Jacksonville, Fla.

BARON ATTER:—40,909. For cigars, cigarettes and tobacco. December 6, 1918. Athol Cigar Co., Athol, Mass.

HAVANA UUSSTTERS:—40,910. For all tobacco products. January 6, 1919. S. Stein, Chicago, Ill.

WATT:—40,911. For cigars. December 24, 1918. H. L. Judell & Co., San Francisco, Cal. Trade-mark claimed to have been in actual continuous use for about fifteen years by Bondy & Lederer, New York City, the latter having transferred it to the General Cigar Co., from which concern title was derived by registrant.

KHAKI KID:—40,912. For all tobacco products. January 8, 1919. C. S. Gable, York, Pa.

TRIANGLE & TROWEL:—40,913. For all tobacco products. January 10, 1919. The Mochle Litho. Co., Brooklyn, N. Y.

RIOJA LA PERLAS:—40,925. For cigarettes. December 30, 1918. Joseph L. Suarez, New York City.

RAINBOW DIVISION:—40,926. For all tobacco products. January 10, 1919. C. B. Henschel Mfg. Co., Milwaukee, Wis.

I. A. LAPHAM:—40,927. For all tobacco products. January 14, 1919. American Litho. Co., New York City.

SAMMY BOY:—40,928. For scrap tobacco. January 13, 1919. San Telmo Cig. Mfg. Co., Detroit, Mich.

HANDLEY PAGE:—40,929. For all tobacco products. January 15, 1919. Max Block, Houston, Texas.

CARRY ON:—40,930. For cigars, cigarettes and tobacco. November 20, 1918. Haywood, Strausser & Voigt Litho. Co., New York City.

TRANSFERS

HOOP DE DOO:—29,650 (Tobacco World). For cigars. Registered January 13, 1914, by Paul Lacally and Thomas Greely. Transferred to George Dueben, Newport, Ky., January 2, 1919.

GRAN HUMO:—30,912 (U. S. Tob. Journal). For cigars, cigarettes and tobacco. Registered November 10, 1905, by A. J. Kraussman, New York City. Transferred to Joseph Schimunek, New York City, June 17, 1912, and re-transferred to Joseph H. Kahn, Union Hill, N. J., September 19, 1918.

RIZ LA BELLE:—22,970 (Tobacco Leaf). For cigarette paper and cigarette tubes. Registered March 20, 1902, by Max Spiegel. Transferred to Max Spiegel & Sons' Co., Inc., New York City, January 2, 1919.

PRESIDENTS:—30,663 (Tobacco Leaf). For cigarette papers and cigarette tubes. Registered November 17, 1905, by Max Spiegel, New York City. Transferred to Max Spiegel & Sons' Co., Inc., New York City, January 2, 1919.

SENTINEL:—24,325 (Tobacco Leaf). For cigarette paper and cigarette tubes. Registered November 28, 1902, by Max Spiegel, New York City. Transferred to Max Spiegel & Sons' Co., Inc., New York City, January 2, 1919.

NATIONAL CLUB:—39,854 (T. M. A.). For cigarette paper booklets and cigarette paper tubes. Registered August 30, 1916, by Max Spiegel, New York City. Transferred to Max Spiegel & Sons' Co., Inc., New York City, January 2, 1919.

EPTALOPHOS:—40,172 (T. M. A.). For cigarette paper books. Registered March 27, 1917, by Max Spiegel, New York City. Transferred to Max Spiegel & Sons' Co., Inc., New York City, January 2, 1919.

TANGO:—39,110 (United Reg. Bureau). For cigarette paper and cigarette tubes. Registered March 22, 1915, by Max Spiegel, New York City. Transferred to Max Spiegel & Sons' Co., Inc., New York City, January 2, 1919.

CHIN CHIN:—39,111 (United Reg. Bureau). For cigarette paper and cigarette tubes. Registered March 22, 1915, by Max Spiegel, New York City. Transferred to Max Spiegel & Sons' Co., Inc., New York City, January 2, 1919.

BLACK SEA:—39,556 (United Reg. Bureau). For cigarette paper and cigarette tubes. Registered February 21, 1916, by Max Spiegel, New York City. Transferred to Max Spiegel & Sons' Co., New York City, January 2, 1919.

DREAMLAND:—35,424 (United Reg. Bureau). For cigarette paper and cigarette tubes. Registered July 14, 1909, by Max Spiegel, New York City. Transferred to Max Spiegel & Sons' Co., Inc., New York City, January 2, 1919.

PLAUDIT:—15,006 (Tobacco Leaf). For smoking and chewing tobacco. Registered April 14, 1898, by Gilmour Bros. Co., Owensboro, Ky. Transferred to the Axton Fisher Tobacco Co., Louisville, Ky., by John Gilmour, successor to Gilmour Bros. Co., January 7, 1919.

MIRAGE:—32,590 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered February 13, 1907, by Petre, Schmidt & Bergmann, Philadelphia, Pa. Transferred to John Schwartz & Sons, Poughkeepsie, N. Y., January 15, 1919.

LITTLE GEORGE:—12,568 (Tobacco World). For cigars. Registered June 13, 1899, by George M. Haltsman, Harrisburg, Pa. Transferred to Smith-Reimers Corp., Davenport, Ia., and re-transferred to Peter N. Jacobsen, Davenport, Ia., September 20, 1918.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given that an application has been filed with us for the registration of the following trade-marks and that same will be registered unless we shall be advised of the existence of any valid prior rights thereto by written notice setting forth specifically the basis of such claim on or before the registration dates set opposite the trade-marks:

LINGER LONGER—January 23, 1919.
VERMILLION CLUB—January 30, 1919.
ROULETTE—January 30, 1919.
SILCO—January 30, 1919.

The "New York American" says: "It may be sentiment or it may be that the tobacco is better, but it is a fact that American brands have displaced those of foreign manufacturers in the affections of millions of cigarette smokers. Therefore, even after the army returns to America the demand for American cigarettes will proceed in Europe."

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Tobacco World
Established 1881

Volume 39 | February 15, 1919 | No. 3

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

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GOLD BRONZES AND GOLD INKS
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BAER BROS., 438-448 W. 37th St., New York City

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 50 Union Square

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
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LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

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22nd St. and Second Ave.,
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MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
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ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

IRREGULAR PAGINATION

TO THOSE WHO REALLY APPRECIATE:

Among the millions of men who smoke cigars, there are probably only a few hundred thousand who really appreciate a very choice cigar.

Van Dyck is produced for these several hundred thousand. One by one, these smokers are finding that here is a cigar in which is combined unusual skill in leaf selection and unusual skill in rolling that leaf into a very choice cigar.

Have you seen the four select sizes?

GENERAL CIGAR CO., INC. 119 WEST 40TH STREET, NEW YORK

Very choice

VAN DYCK

CIGAR

STAPLES - A SELECT SIZE

2 *for* 25¢

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VOLUME 39 NO. 4

The TOBACCO WORLD

FEBRUARY 15, 1919

We Have Just Received a Shipment of Philippine Stripped Tobacco, of Excellent Quality, that We Offer the Trade at a Very Reasonable Price

Cheaper than any other Domestic Filler of equal quality on the market to-day

Quality——Burn——Aroma

THE UTMOST IN STRIPPED
PHIL-TO-CO.
AND BOOKED FILLER TOBACCO
TRADE MARK

Headquarters for Manila Tobacco in the United States
Samples sent upon request

PHILIPPINE LEAF TOBACCO CO.,
123 Maiden Lane - - - - New York City
Canada Office: 79 Dundas St., London, Ontario, Canada

Watch for these Advertisements

The demand for all grades and shapes of W. D. C. pipes is being increased by our advertising in such widely-read publications as:

Saturday Evening Post	Country Gentleman
Leslie's Weekly	Outing
American Magazine	Collier's Weekly
Field and Stream	Popular Science Monthly
Literary Digest	System
Popular Mechanics	Scientific American

Army and Navy Journal

One of the new series is shown here—others will appear from time to time. Watch for them. Cut them out and paste them in your window to get the utmost selling value out of them.

Here's Peace and Good Will

THE very spirit of Christmas is in a pipe. Nothing brings more joy to a fellow's soul than the steady puffs and the taste of clean, dry smoke. To have all the peace and comfort a pipe can give him, every man should have a

Wellington
TRADE MARK
THE UNIVERSAL PIPE

The W. D. C. triangle trade mark has been the sign of supreme pipe value for more than 50 years. It is not only on every Wellington, but also on other pipes that we make of every style, size and grade. Grade for grade, price for price, there's no better pipe made than a W. D. C.

The well catches all moisture and tobacco crumbs, keeps them away from the mouth, and puts a stop to bubbling and wheezing. The pure, cool, dry smoke comes *up* out of the *top* opening in the bit—*away* from the tongue.

The genuine French briar that goes into every Wellington Pipe is seasoned by our own special process so as to break-in sweet and mellow. It is guaranteed against cracking or burning through.

Make a list of the men you like a whole lot. Give each one of them a Wellington Pipe for Christmas. It will make them downright happy. All good dealers sell Wellington pipes in many shapes and sizes at 75 cents and up.

WM. DEMUTH & CO., New York
World's Largest Pipe Manufacturers

Look over your stock of W. D. C. Pipes. Then make up your order with increased sales in view. We will gladly send you further information on request.

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

TOPIC

Clear Havana Cigars
10c and upwards

BOLD

"Above All"
SEVEN CENTS

Smokes for the discriminating smoker that are perfection in the blending and selection of high grade tobaccos.

Bobrow Brothers
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GENERAL OFFICE	FACTORY	WAREHOUSE
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For Gentlemen of Good Taste

San Felice

7c Cigars

The Deisel-Wemmer Co.,
LIMA, O.

MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a price that provides legitimate profit, Muriel Cigar is one of my best bets.
ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea—considers first the Retailer's Friendly attitude.

"Quality' –"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD & COMPANY, Inc.
119 West 40th Street New York

CUBAN TOBACCO

We are in a position to render service to tobacco importers. We know the trade in the States, and are familiar with the leaf tobacco and cigar markets of the Island.

We are affiliated with the Mercantile Bank of the Americas, and negotiations in the United States may be conducted through their offices at 44 Pine Street, New York.

Statement sent upon request

Buyers visiting Havana will find our offices at their disposal and our officials glad to lend them assistance.

We conduct a general banking business.

Banco Mercantil Americano de Cuba

Temporary Offices:

AMAGURA 23, HAVANA, Post Office Box 1329

Paid Up Capital and Surplus $2,500,000

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An old Belgian firm is ready to take the agency for chewing and smoking tobacco brands, cigars and cigarettes, made in the United States. Address with all particulars,

Box 250, % Tobacco World.

Gafla Sumatra Company

QUINCY, - - - FLORIDA

Florida and Georgia Shade Grown Wrappers

We also sell the new **"Combination"** Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

EL TROVADOR CIGAR

MADE IN HAVANA

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For the Retail and Wholesale Cigar and Tobacco Trade

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United States Cigar Manufacturers Should Have First Opportunity To Serve Navy

THE first performance of "Passing the Buck" was given in the Garden of Eden. (See Book of Genesis, Chap. III, Verses 9-14.)

In our January 15th issue we called the attention of the trade and our Government officials to the practice of the Navy of buying their annual supplies of cigars in Cuba.

The Commissioner of Internal Revenue informs us that he has no interest in it.

When war was declared the Navy was unable to get its supplies of cigars from Cuba, and the United States manufacturers were called upon to sacrifice some of their regular customers and meet the need, which they did. At that time the Revenue Department ruled, if we are correctly informed, that cigars sold to the Navy must pay the full revenue tax, as it was held that a Government vessel, whether in a home port, on the high seas or in foreign territorial waters, was United States territory unless the goods were actually taken off the ship in a foreign country for delivery at a land base. But Cuban cigars are permitted to be stocked on United States war vessels free of customs duties and free of internal revenue tax, in almost unlimited quantities. Where is the difference?

The Secretary of the Treasury has quoted us Section 3005 R. S., as amended by the Act of May 21, 1900, to the effect that cigars and other articles purchased in a foreign port by American naval vessels or merchant vessels are not subject to duty in the United States unless landed therefrom otherwise than for transshipment or transportation to a foreign port.

Since Tampa and Key West manufacturers make cigars from the same types of tobacco as do the Cuban manufacturers, it seems hardly fair to make a rule that gives Cuba all the advantage of the good-will, prestige and advertising that accrues to brands sold in the Navy while our own manufacturers, representing the second heaviest taxed industry in the country, cannot compete because no concessions are made to them to enable them to do so on a price basis.

Why not further amend Section 3005 R. S. and allow manufacturers who supply the Army, Navy and Marine Corps a drawback on all the imported tobaccos used and remit the internal revenue tax? When the Navy had a personnel of less than 69,000 officers and men the opportunities were far different from what they are now with plans for a standing strength of more than 200,000. And bear in mind that in June, 1918, the Navy, with its reserves, passed the 450,000 mark.

The Secretary of the Navy calls it "unnecessary and unwise" for the officers and men to purchase large supplies of cigars in the United States to last them throughout the winter while in Cuban waters. Why is it any more "unnecessary and unwise" to purchase them in the United States than to purchase them in Cuba to last them through the summer and fall when in United States waters?

The Secretary of the Navy reminds us that the officers and men can get choicer cigars and at very lo prices in Cuba. They certainly do, because the Cuban Government collects no internal revenue tax on the cigars sold to our Navy, and our own Government collects no customs duty or internal revenue tax.

Tampa manufacturers of clear Havana cigars, such as Salvador Rodriguez, Sanchez y Haya, F. Lozano, Pendas & Alvarez, San Martin y Leon and E. H. Gato, in Key West, will hardly concede that Cuban manufacturers buy any choicer tobaccos than they do, or will they admit that Cuba makes better cigars on the average.

If a drawback were allowed on the tobaccos, and the internal revenue remitted to these manufacturers, the Navy could buy clear Havana cigars in the United States as cheap as in Cuba. The cigars could be loaded at Jacksonville or Key West without great difficulty. Why should not these Tampa and Key West manufacturers have an opportunity to prove their case?

It is intimated that the officers and men of the Navy want Cuban cigars. Let us point out that prior to the war the Navy personnel was less than 69,000 officers and men. During the war, when its strength grew to 450,000, no cigars were brought from Cuba because the ships did not go there. It is certainly not exaggerating to say that 70 per cent. of the enlisted men of the present Navy have never had any Cuban cigars in their messes to date, and it is safe to say that only a very small percentage of the enlisted men ever smoked imported Havanas before they joined the Navy. So that the actual demand for Cuban cigars must come from a small minority of the service.

Under present conditions only those ships that go to Cuba can get these cigars. The Treasury Department has ruled against the transfer of these cigars from one ship to another. Officers and men on ships not destined for Cuba or not put in service until summer, will get their taste of Cuban cigars from some vessel that has come up from Guantanamo and docked alongside. Then when the wind is right the stay-at-home will find out what she missed.

The whole proposition is nothing more than a *privilege,* and charity of this kind out to begin at home. And it is not even a fair proposition because all of the Navy ships cannot get Cuban cigars for their messes.

Necessity put a stop to the practice during the war and it ought never to begin again.

Some of our correspondence implies that the clear Havana cigar is the choice of the Navy and that they are entitled to it. All right, then, make it possible for the clear Havana cigar manufacturers of this country to supply these goods on the same basis as Cuba now supplies them.

If the cigars are bought in Cuba for the sake of getting clear Havana cigars then it is straight up to the Tampa and Key West manufacturers to prove the quality of their goods and to demand a chance to meet this competition on a fair basis.

In regard to the matter of quality and price, it is common knowledge in New York that some time ago upwards of 300,000 Cuban cigars were shipped through New York in bond, for the A. E. F. The price of these goods are said to have ranged from $47 to about $54 per 1000. They were said to be scrap-filled cigars (certainly they were not long-filler Londres). There could hardly be any quality argument about such a purchase as this. The A. E. F. could have bought cigars here in Philadelphia guaranteed to be filled with full Havana scraps, and they would not have paid as much for them either.

The best cigars of any type or size are made in the United States and there is no valid reason why arrangements should not be made so that United States manufacturers can supply the Army and Navy with any cigar that they want, at a price that the enlisted men can afford to pay. And this can be done if the Government will grant its own manufacturers the same privileges that are now extended to the purchase of cigars in Cuba.

The discontinuance of the present practice will improve the business of the importers of cigars in this country, benefit the foreign factory representatives here, and strengthen the Cuban factories with the United States importers. All vessels of the Navy will be able to get whatever kind of cigars they desire—clear Havana, seed Havana, shadegrown Porto Rican or Manilas, and United States cigar manufacturers will receive an opportunity to prove that they can deliver "choice" cigars of any type, and please the taste of the most discriminating smoker.

The time to work for such a proposition as outlined is *now.* If 100,000 out of 200,000 men in the Navy smoke cigars a consumption of 400,000 to 500,000 cigars a day would net enough orders to give a number of factories all they want to think about.

Unless some more valid reasons can be given than have been presented thus far, there is no good cause why home industries should not be patronized. And it is up to the industry to do its part to see that the regulations are adjusted so that it can get United States cigars to the United States Army and Navy.

Hon. J. Hampton Moore Questions Navy's Proposed Cigar Purchases In Cuba

Washington, D. C.

BY bringing up on the floor of the House the fact that the Navy Department is about to purchase a large quantity of cigars in Cuba, Representative J. Hampton Moore, of Pennsylvania, attempted to secure from his colleagues an expression of opinion as to the propriety of such purchases during the recent debate on the Navy Department appropriation bill.

An appropriation of $16,825,000 is carried in the bill for supplies to be purchased by the Bureau of Supplies and Accounts, Navy Department. "This paragraph covers purchases of various kinds at home and abroad," said Congressman Moore. "I have had some complaints about an apparent preference in the purchase of cigars and tobacco in foreign countries.

"In previous Congresses, before the war, the wisdom of making purchases in foreign countries was discussed upon the floor, and I think after the gentleman (Congressman Padgett) became chairman of the committee he succeeded in defeating one or two amendments limiting the purchases to goods produced in the United States. If my memory is not at fault, that is a fact. However, we are now still at war, legislatively speaking, and it might not be well to offer an amendment limiting the purchases, even though the amount should be as much as sixteen or seventeen million dollars."

The House took up the question of embargoes in this connection and other members managed to sidetrack Mr. Moore's attempt to get action upon his question as to the purchase of cigars.

C. L. L.

Reformers' Threats Not To Be Treated Lightly

Washington, D. C.

POINTING to the fact that twenty-five years ago the prohibitionist was laughed at as an indication of the fact that "you never can tell," a recent editorial in the Washington "Post" warns the people not to take too lightly the anti-cigarette campaign which is now being inaugurated simultaneously in a number of sections.

"As a logical result of the success of national prohibition," declares the article, "there is now a movement under way to abolish cigarette smoking. A call recently issued by an educator of Syracuse, N. Y., for a meeting to give impetus to the movement made the prediction that within two years a constitutional amendment would be adopted placing the ban upon cigarettes. Anti-cigarette leagues have been formed in several States, among them Ohio, and the number is growing.

"The campaign to amend the Federal Constitution so that the manufacture and sale of cigarettes will be abolished may be looked upon rather as a joke, and yet it should be recalled that twenty-five years ago the man who had the temerity to predict that in 1919 the manufacture and sale of intoxicating liquor would be abolished would have been marked down as a dreamer. True, the prohibition movement was well under way a quarter of a century ago, but then it was considered a State and community issue, with the fight generally centering upon local option, and he was, indeed, a hopeless reformer who prophesied national prohibition within a generation.

"Consequently it will not do to laugh at the anti-cigarette movement, for no man can tell what may come of it. Perhaps all forms of tobacco may be included; and there is the woman vote to be reckoned with. This menace, however, might be offset by including face powder upon the prohibited list.

"We have been told that the world has been made safe for democracy. So it seems, but it likewise has been made mighty uncertain. Who can devine what is coming next?"

C. L. L.

Methodist Church Not To Fight Tobacco

THE Methodist Church will not undertake any anti-tobacco campaign, and any rumors to the effect that it will do so are the result of liquor propaganda, according to Dr. Clarence True Wilson, general secretary of the board of temperance, prohibition and public morals.

In a statement to the effect that the church will not enter upon any such drive, Dr. Wilson characterized as "the limit of hypocrisy" the "desperate effort of the outlawed liquor traffic to make credulous people believe that victorious prohibitionists will now demand a constitutional amendment against tobacco, not to mention dancing and failure to attend Wednesday evening prayer meeting."

"There is not now and never will be any movement to secure the prohibition of tobacco, except perhaps its sale to minors, a proposal to which most smokers would readily agree," said Dr. Wilson. "However, the tobacco men should take warning that many millions of people have warmly resented the forcing of cigarettes on those of our soldiers who were not previously accustomed to them, and that they have resented with indignation the placarding of the country with giant signs saying that 'cigarettes won the war,' and similar advertising methods."

W. J. Davis Rejoins His Firm

Washington, D. C.

WILLIS J. DAVIS, who for the past ten years has been engaged in work at the Capitol, is returning to Atlanta, Ga., to take up his duties as a member of the firm of Swint, Davis Leaf Tobacco Company. Mr. Davis has for many years been clerk to the Committee on Interstate and Foreign Commerce, and as such has had a great deal to do with pending price maintenance legislation, in which the tobacco interests of the country are active, and in railroad legislation. Thomas W. Davis, a younger brother, also a member of the firm, rejoined the business on January 1, after having been in the army since the declaration of war. He had joined the first officers' training camp and emerged a lieutenant. He spent nine months in France as an observer in the flying corps. C. D. Swint, the senior member of the concern, has been in active charge of the business since the beginning of the war. The firm deals in Georgia and Florida Sumatra tobaccos and is located at 4 Garnett Street, Atlanta, Ga.

Maryland Tobacco Now Being Exported

THE first big shipment of Maryland tobacco to leave this section for overseas since the beginning of the war is now on its way to Nantes, France, aboard the French bark "Wulfran Puget," which cleared from Baltimore a few days ago, according to a report just received from that city.

For a number of months past, declared the report, there had been a congestion of tobacco in Baltimore, and owing to a State regulation the baywise steamers have had an embargo placed upon them which prevented a number of vessels from bringing any tobacco to the city consigned by growers along the routes of the waterways of the bay and its tributaries. For a long time this embargo was effective and then was lifted, and each boat was allowed to bring fifty hogsheads on each trip.

The cargo of the "Wulfran Puget" consisted of 1900 hogsheads of tobacco, of which 1300 were Maryland grown. The majority of the tobacco which arrives at Baltimore on the bay steamers comes from the Potomac and Patuxent river routes. During the last two seasons it has been of the highest and finest grades, and owing to the war and the inability to send it overseas, there has been no French buyers in the market.

During the season, when the shipments were at their height, every steamer from the tobacco country, as well as a number of sailing vessels, reached Baltimore heavily laden with tobacco. It was a matter of but a few days before the State tobacco warehouses were congested and many hundreds of hogsheads were stored under the open side sheds on the exterior of the structure.

According to present indications, the crop which will be shipped into the Baltimore market during the oncoming receiving season will be larger than any that has heretofore been received, due to the fact that the prices held up last year at the time the farmers were planting their crops, and there was every possible opportunity for them to put into the ground any number of plants.

If the French market opens, as there is every indication it should, the Maryland farmers stand to reap a harvest for their tobacco, and at the same time get their money back on the wheat which had to be planted in order to grow feed for the stock working the land.

C. L. L.

Tobacco War In Holland

HOLLAND, it appears, is to have a Tobacco War, and is to boycott many of the cheaper brands of cigarettes manufactured by Anglo-American firms. All the Dutch manufacturers of tobacco, cigars, cigarettes, and all the wholesale and retail dealers, with the exception of one Amsterdam concern, are expected to join the contemplated boycott. They have already formed an executive committee, and agreements, by which the signatories will bind themselves not to sell Anglo-American products, have already been sent out. The reason for the boycott is a report that the trade intends to invade the Dutch market, and supply cigarettes, etc., at prices which make it impossible for the Dutch firms to compete. Among the tobaccos, too, pipe smokers will have to find substitutes for those which until war conditions recently interfered with supplies were so popular in this country. To encourage the shopkeepers they are promised by the Dutch firms an average profit of 30 per cent. on the sale prices of Dutch cigarettes, for it is mainly in the sale of cigarettes, of which Holland consumes enormous quantities, that the threatened competition was most feared. The outcome of the affair will be interesting.—From the "Cigar and Tobacco World," London, England.

Cigarettes For Germany, But—

Washington, D. C.

Practically the first American goods to be exported to Germany since the beginning of the war in 1917—and probably for some time before that date—consisted of cigarettes, according to information from the War Department.

Tobacco dealers, however, should not become unduly excited over the prospects of an early and profitable trade with our late enemies, since the cigarettes in question, consisting of some ninety million, were designed for the use of the American Army of Occupation, and were sent to Coblenz, one of the headquarters of our troops, via Rotterdam.

The Finishing Touches In Selling

By Frank Farrington

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THE finishing touch of salesmanship, the final word or action in closing up the same with the customer, has a good deal to do with the impression a man carries away from the store.

A sale is not a sale until the last detail is completed, and the final touch is often what converts a mere looker into an actual purchaser. The difficulty is not in finding people who will talk as if they wanted to make important purchases, but in getting their hands into their pocket-books.

It requires some tact to get the prospective buyer of a box of fine cigars to be used as a present for a friend to say "I'll take those," and to come across with the money. As long as there is hesitation, there is a chance that the sale will fall through, and even when the sale seems to be certain, until you have the money or orders to charge the purchase, there is uncertainty.

There should be no doubt left when the customer goes out, apparently having expected that you will send the cigars to some address for him. Don't be afraid of putting it up to the buyer in so many words just because you think you may offend him or scare him out of ordering. It is better to lose an order you thought yourself sure of than to think you have one when you haven't.

And when a customer orders something for future delivery or when he asks you to send for something for him, there should be no loophole of doubt left. Have the details of the transaction fully understood, if you have to take a chance of losing the sale in order to get the matter down to brass tacks. Don't hem and haw about it. Find out just what is meant.

It is not excessive talking that closes up a sale and puts on the finishing touches. Few goods are any longer sold by sheer weight of talk. The salesman who makes the most and the best sales is he who not only knows when to speak and what to say, but also when to keep still and what not to say. He knows when to give the customer a chance to talk and the arguments a chance to sink in.

The old-fashioned, talk-his-arm-off, book-agent style of salesmanship has gone entirely out of fashion. You can no longer back a man up into a corner and compel him to buy just what you want to sell. Any bulldozing or browbeating, or what used to be called "Baxter Street methods," would stamp a man today as a cheap, claptrap salesman, and if he strayed into a good cigar store by accident, his first offense would cause him to be bounced. You may be able to compel a man by sheer weight of words to nod his head to what you say, but that method will not get him to nod his pocket-book.

Advertising and other modern influences have educated the buying public to think and you want men to think favorably of you and your store, so you want to handle him in such a way that his impressions will be favorable, and impressions will be influenced very much by finishing touches.

This matter of finishing touch has to do with customers who do not buy as well as with those who do purchase. It is important to say the right thing to the man who is going out empty handed, because you want him to come back again. If you cannot make a sale, you can at least create a good impression and give a man a final touch that will make him want to come back.

It is very unfortunate to let a man go away carrying with him an unpleasant impression. To let him think that you are offended or even mind in any degree his having failed to purchase is fatal to the chance of his coming back again. If you say anything that sounds as if you think he does not understand his business, he will be disgruntled. Speed the parting guest, buyer or non-buyer with a pleasant farewell.

You may be able to suggest something about your stock that will send him away with a promise to come back. Such promises are not very valuable, but they do indicate sometimes a good feeling toward you—unless the promise is made only as an excuse to let the man get away without buying.

You can always get another chance to sell the man you have treated well and have not bored when he did not care to purchase. You can expect men to come in again and again, while being regular patrons of some other store, as long as you treat them in a way that pleases them and as long as you do not insist upon their buying. Make a man feel welcome just as a visitor and some day he will become a customer. Of course this is not to be construed to uphold the encouragement of loafing.

The courtesy that goes with good salesmanship, the tactful closing up of sales, should not end as soon as you have the customer's money. Don't act as if you were merely after the money and as soon as you have that you are no longer interested in the buyer. Of course you have other customers waiting and you cannot spend time visiting, but you can avoid any tendency to giving such an air of finality to handing a man his change that he will intuitively feel that he has been dismissed.

If a customer waits a while after you are through with him, it pleases him to have you give him a good-bye word or nod when he does leave, even if you are busy at the time. He enjoys feeling that his coming and going are noted. It makes him feel as if you regarded him as one of your patrons. A man may not be one of your regular customers and yet he will like to be made to feel that you regard him as one. He looks upon it as a sort of compliment.

Finishing touches may not have much to do with developing the sales of today, but they have a good deal to do with the business of tomorrow, and it is good salesmanship to give some attention to this little phase of customer handling.

China As Leaf Tobacco Market Of Far East

Washington, D. C.

THE market for leaf tobacco in the Far East is practically centered in China, according to officials of the bureau of foreign and domestic commerce of the Department of Commerce, who state that, coming at a time when opium is being stamped out, efforts to popularize American tobacco and tobacco products are meeting with great success.

The largest tobacco company in the Far East, which operates extensively in China, maintains one of the most complete organizations for distribution of its products found in the Orient. In addition to a large amount of advertising, both by sign boards and through the newspapers, this company employs unique western methods of pushing its goods in the interior cities and towns of China. As an introductory method, particularly for cigarettes, for which by far the largest demand exists, it is customary to hire a band and distribute samples broadcast, while the procession, with banners advertising the product, passes through the main street of the town. Coming at a time when opium smoking is being greatly reduced, these efforts meet with instantaneous and huge success, and the importation of cigarettes into China has increased from about $2,600,000 in 1915 to about $31,930,000 in 1917.

The market for other varieties of tobacco such as those used in cigar making is largely confined to the firms catering to the foreigners in the treaty ports. The production of tobacco in Japan amounts to about 100,000,000 pounds annually and is manufactured and traded as a government monopoly. During the war Japan's imports of leaf tobacco from the United States decreased from 2,000,000 in 1913 to a third of that amount in 1917, due to increased production of leaf tobacco in Japan, which also caused the exports to increase from 500,000 pounds in 1913 to 10,000,000 pounds in 1917, a considerable quantity of which was sent to the United States. The shortage of leaf tobacco for Turkish cigarettes led American manufacturers to import the Japanese article to blend with other leaf.

C. L. L.

New Tobacco Crop Of Greece Reported To Be Good

FILLER-LEAF tobacco, unstemmed, is the chief article of export from New Greece, the amount purchased by American firms alone in a normal year being valued at approximately $6,000,000. Between 40 and 50 per cent. of the whole crop, and 75 to 80 per cent. of the best grades, are bought by these companies.

If eastern Macedonia had remained closed this year tobacco, which last year reached 22 drachmas per oke ($1.50 per pound), would undoubtedly have cost in this year of short production 30 to 35 drachmas per oke ($2.05 to $2.39 per pound). By the opening of Cavalla the new increase was avoided, and the price will probably be 2 to 3 drachmas per oke ($0.136 to $0.205 per pound) less than that of 1917. Gradually prices will fall, and in two or three years they will be again normal, if planting is made methodically as in the past. This appears somewhat uncertain at present, as the best fields have been spoiled, there is a serious lack of male labor in that section, and implements and buildings are lacking for the planting, curing, drying and manipulation of the tobacco.

Preparations were made in January and February, 1918, for the planting of a very large crop, as a result of the high market prices then prevailing. The seedlings which were actually planted would have yielded, under ordinary climatic conditions, 5,000,000 okes (14,100,000 pounds), but, owing to the exceptionally dry summer and the lack of labor to care for the growing crop—a condition due to the general mobilization—the total yield has been approximately 3,000,000 okes (8,460,000 pounds), which is roughly equal to the 1917 crop. The quality of the new crop is reported to be very good from nearly all districts, and considerably better than that of last year.

The foregoing refers, of course, solely to tobaccos grown in Macedonia west of the Struma. The cessation of hostilities and the liberation of the productive regions of eastern Greek Macedonia, until recently occupied by the Bulgars, have introduced a new factor in the estimates, increasing them by 6,500,000 okes (18,330,000 pounds), so that the yield should be figured as follows:

	Pounds
Crop of 1916 in eastern Macedonia, left there in consequence of the Bulgar invasion..	4,230,000
Crop of 1917 in eastern Macedonia.....	7,050,000
Crop of 1918 in eastern Macedonia.....	7,050,000
Crop of 1918 in western Macedonia (as above)	8,460,000
Total	26,790,000

As for tobacco in Old Greece, conditions are quite different. Here there is an old unsold stock of about 15,000,000 okes, which, added to the 15,000,000 okes of the new crop, makes a total of 30,000,000 okes (86,400,000 pounds), the prices of which must necessarily drop heavily.

It will be of interest to the American tobacco companies that the total stocks held by them at the time of the invasion of eastern Greek Macedonia by the Bulgars in the fall of 1916 are intact, comprising about 1,000,000 okes (2,820,000 pounds).

TRADE NOTES AND NOTICES

E. C. McCullough & Company are acting as selling agents in the Philippine Islands for Heywood, Strasser and Voigt Lithographic Company, with headquarters at Manila, P. I.

The steamer "Shingo Maru" recently arrived at San Francisco with some large shipments of Manila cigars, including about 1,200,000 "Alhambras" for the M. A. Gunst branch.

Antonio Roig and Langsdorf have purchased the four-story factory building at the corner of Montgomery Avenue and Mervine Street, Philadelphia. The property has a frontage of 73 feet on Montgomery Avenue and a depth of 150 feet. It was held for sale at $45,000.

George L. Storm, vice-president of the Tobacco Products Corporation, has been elected a director and vice-president of the Bank of the United States, and J. L. Hoffman, also a vice-president of the Tobacco Products Company, and Stephen Stephano, of Stephano Brothers, have also been made directors.

The annual convention of the Western Association of Retail Cigar Dealers has generally been held in the month of February. Owing to the epidemic of influenza which has prevailed throughout the country for several months, and the effects of which are still in evidence, the officers of the association have decided to postpone the convention until later in the year.

The Great Lakes Cigar Company has been organized in Detroit with a capital stock of $50,000. The company has leased a factory building at 1217-1219 Chene Street. Among the directors are Herbert Weil, formerly of the San Telmo Cigar Company; Eli Waldbott, recently with the Mazer Cigar Company; Fred Rosenfeld and Arthur C. Rosenfeld.

The United Cigar Stores Company set a mark of $50,000,000 for the year 1918, and the total business for the year amounted to $51,973,522. The percentage of increase for 1918, based on an increase of $9,085,415 over the total for 1917, was 21.16, which exceeds the increase so computed, credited to any year in the history of the company.

The board of directors of the company have set sixty millions as the goal for 1919. As an inspiration to the selling force a plan has been made which provides for a distribution of $75,000, based on sales of merchandise in their stores, and an additional $6000 for sales made at their soda fountains.

Hodgenville, Ky., is to have another tobacco warehouse to be known as the Farmers' Tobacco Warehouse Company.

The Bucher & Bucher Cigar Manufacturing Company, of Dayton, O., has increased its capital stock from $35,000 to $75,000.

The Rippenbein-Subert Company, cigar manufacturers, has been incorporated in New York City with a capital stock of $20,000, by A. P. Rippenbein, J. Rippenbein and M. Subert.

At a recent meeting of the California Tobacco Growers' Association at San Francisco, A. Setrakian was given the exclusive right to sell the 1918 tobacco crop of forty-five growers.

Representative McLeod, on January 30, introduced a bill in the Nebraska legislature to legalize, regulate and license the sale of cigarettes and cigarette material, under liberal provisions.

Advices just received from Mexico City report that President Carranza has authorized a number of changes in the tariff. The export duty on crude tobacco has been reduced one-half, being now 4.60 cents per pound instead of 9.20.

J. A. Voice has returned from a business trip to Tampa and Key West, having made arrangements whereby A. A. Martinez, formerly president of the J. M. Martinez Company, of Tampa, Fla., will represent the Pasbach-Voice Lithographic Company exclusively in Florida.

The York (Pa.) "Gazette" says: "Tobacco buyers in York County are becoming quite active, though a general movement has not yet developed. Albert Lehman, leaf representative of Otto Eisenlohr & Bro., Inc., has purchased several of the large crops through the Smyser and Druck valleys. Several crops have been received at their local warehouses."

Thirty-two thousand dollars will be expended by the Department of Agriculture during the fiscal year of 1920 in the investigation and improvement of tobacco and the methods of tobacco production and handling, under the terms of a provision included in the appropriation bill for that department, which is now before Congress.

The sum of $85,400 is to be used for investigations of insects affecting tobacco and other southern field crops, and the cigarette beetle and Argentine ant.

LEAF MARKET JOTTINGS

In Lancaster County.—The Kentucky smile has not extended to Lancaster County, Pa. The glooms are out and the tobacco market is demoralized. Some of the 1918 crop has been sold, and is reported to have been bought by packers in the upper end of the county, in considerable quantities at 10 and 3, while in other sections fine crops were sold at 17 and 5. The average seems to have been from 12 to 15 cents per pound, and there is a persistent rumor that a great deal more has been bought under cover than has been reported. As a rule, however, the growers are asking from 18 to 25 cents a pound and waiting hopefully for something to happen.

Not only so, but something happened when the Lancaster County Tobacco Growers' Association met at Lancaster on February 10, and formed a co-operative association. It starts with a capital of $100,000, increasing this as the company's business expands, for the organization is to be virtually a company for buying, packing and selling Lancaster County leaf tobacco. The committee which has so far done the work will work out details. The committee consists of John F. Weaver, chairman; J. Aldus Herr, M. G. Brubaker, John H. Shirk, A. E. Lane, John G. Reist, H. S. Hershey, P. W. Baker, L. F. McAllister, Joseph Weaver, J. Clayton Brubaker, A. S. Rohrer, C. S. Habeker and D. H. Lands.

The State Tobacco Growers' Association of Wisconsin was formed at Madison on February 1, and a project discussed for sending a representative to Europe to arrange for an export market. Officers elected are: President, J. Asleson, Pleasant Springs; vice president, Christ Larsen, Rockdale; secretary, John R. McComb, Stoughton; treasurer, L. O. Lien, Christiana. These form the board of directors.

In New England.—On the 1st of February less than twenty per cent. of the largest tobacco crop ever raised in the Connecticut valley had been disposed of and buyers for the large concerns, both affiliated and independent, will not, or declare they will not, pay the prices demanded.

To combat a situation which passed beyond their control several weeks ago, the growers have formed and are forming co-operative associations in an effort to move their crop at the most advantageous price possible. This movement has gained greatest ground in Thompsonville, Hazardville, Suffield and Windsor Locks, Conn., the growers in these towns having organized and incorporated under the laws of Connecticut.

Like the Wisconsin growers the Connecticut growers are talking about taking their troubles to Congress.

In Wisconsin.—The buying of the 1918 tobacco crop is proceeding very slowly; the large operators not making any large purchases so far as reported. Top prices lately paid are quoted at twenty-five cents.

Dane County growers are besieging the Federal Trade Commission, through the legislature, to institute an investigation of the buyers, claiming a combine. But last summer the growers were offered 30 cents per pound and refused to sell; it might have been a growers' combine. When the war ended the price dropped to 17 and 20 cents. The growers paid as high as $8 a day for harvesting, and claim that the crop cost them 22 cents a pound to raise, and therefore claim that they should receive 30 cents.

In Virginia.—The Lynchburg Tobacco Warehouse Company reported sales on February 1, of 251,000 pounds and the Independent Tobacco Warehouse 104,000 pounds. The tobacco brought good prices. One of the top sales was at $29.80 average, with a bunch of dark wrappers which brought $45, the highest of the season. Other prices were $35, $28, $22 and down to $18. At Danville the floor average was around $41 per hundred. At Farmville close to a million pounds were sold at an average of $21. At South Boston the total sales for January were two million pounds at an average of $39.87. All grades of tobacco have been selling well in Virginia, the common grades holding their own and the fine grades of wrappers showing a material advance in prices.

In Kentucky.—The tobacco growers wear a joyous and wide-spreading smile. At Murray, Ky., a load of dark leaf was sold for $30.50. Two mules pulled 5300 pounds of tobacco in one load into Paducah, and it sold for $20, leaf, lugs and trash mixed. At Augusta 4000 pounds of burley sold for an average of 63½ cents per pound. Price records were topped at Lewisville when a hogshead of burley sold for $80 a hundred. Good leaf brought $24 to $25 with a general average of $22.50, and lugs $8 to $12. At Hopkinsville, during the last week in January, 1,359,485 pounds were sold, making the aggregate for the season 5,744,505 pounds. The average price for the week was $19.51 and for the season $17.32. Quotations for the week were: Trash, $11 to $13; common lugs, $13 to $14; medium, $14 to $16; good, $16 to $18; low leaf, $17 to $18; common leaf, $18 to $20; good leaf, $23 to $28; fine, $28 to $32. Representatives of buyers in the British markets were in evidence, with apparently unlimited resources to purchase. Quantity seemed to be their object and prices mattered little, if the quality was fair.

The Open Season For The Tobacco Industry

In Toronto, Canada, the returned soldiers have taken up the question of "reducing prices on commodities, especially tobacco, and the partial removal of the war taxes."

In New York, a professor of Syracuse University has started what he hopes will be a nation-wide movement to bring smokers to redemption by an amendment to the Constitution of the United States.

As to the anti-tobacco crusade, it is on. Whether the American man is going to sit tight while his personal liberty is destroyed by a minority of long-haired male and short-haired female cranks, is a question that the future will decide.

In Boston, Charles N. Bentley, master of the Roger Walcott School, speaking before the W. C. T. U., pleaded for a revival of the anti-cigarette leagues in the public schools. "To create an atmosphere hostile to smoking among the young."

Washington, D. C.—The "Times" says ninety-five per cent. of the American soldiers overseas either smoke or chew. Their smoking is on the increase since the armistice, and the average monthly purchases run 425,000,000 cigarettes and 20,000,000 cigars. Those desiring more can get it at the canteens.

In West Virginia, the Bluefield "Telegraph" said: "With a certain class of half-baked reformers it has been usual to couple tobacco and booze, but such persons have no influence over either the morals or the manners of the people. Tobacco is beneficial, it is a solace and a consolation, and it is conceded by those who are best qualified to speak that it contributes to the sobriety of the nation. The use of tobacco never yet cost any man his fortune—or his job, nor did its use ever awaken the impulse to steal or kill.

Syracuse, N. Y., February 5.

Dr. Franklin Hall, former head of the Anti-Saloon League in Indiana and now organizing secretary of the No-Tobacco League of America, will come here soon to establish a national campaign headquarters of the No-Tobacco League.

Prof. F. W. Roman, of the Department of Economics of Syracuse University, father of the anti-nicotine crusade, today said: "The League will father a constitutional amendment prohibiting the growing and use of tobacco.

"I have received hundreds of letters daily from people interested in the no-tobacco campaign which we intend to carry out," he said. "At first our opponents took the tobacco restriction campaign as a dream or certainly not as a serious possibility, but now they are awakening to the fact that we are earnest and sincere in our aims.

"The anti-nicotine crusade is not to be considered with levity. It will be prosecuted rigorously, for the evils of tobacco are greater than those of liquor."—From the New York "Evening World."

Clarence True Wilson, general secretary of the Methodist Temperance Society, is quoted as having charged at Topeka, Kan., that "The American Tobacco Trust" is selling opium-tainted cigarettes, to force permanent cigarette habits on the boys in the army.

In Maine.—Two acts to prohibit the manufacture and sale of cigarettes in the State of Maine were introduced in the legislature on January 31, one by Representative Bean and one by Representative Hussey. The penalty for violation by a fine of not less than $100 or imprisonment not exceeding sixty days.

The Joliet (Ill.) "Herald" says: "Lucy Page Gaston, foe of the cigarette, has opened a new State-wide fight against the little coffin-nail in spite of the announcement that the control of the Anti-Cigarette League had been taken out of her hands. An early tour of the State in a fight against the cigarette is planned."

The Manchester "Guardian" (England), says that sixty per cent. of the women's auxiliary military organizations and a large proportion of the women munition workers smoke. Also that authorities of Newnessham College, Cambridge, recently granted women students permission to smoke in the institution.

Charles E. Duryea writes in the Philadelphia "Press": "We do not allow a man to burn down his own house partly because such destruction is a loss to the nation as well as to himself; and partly because such burning is dangerous to others. The same reasoning applies to tobacco. Its use injures the man and so returns to the community no value for the land and labor expended in raising the stuff."

"Town Topics" says: "Since we have submitted like so many silly, defenseless sheep—who do not know how to make use of the strength which they possess—to this form of fanatical tyranny and usurpation of our civic rights and freedom, guaranteed to us by the terms of our original Constitution, there is no reason whatsoever why we should not, in natural and logical consequence, submit to further forms of un-American oppression of the same kind, such as the prohibition of the use of tobacco in any shape, of coffee, of tea and of everything else that soothes or solaces mankind, in the many ills to which it is prone."

Edwin A. Goewey, in "Leslie's": "The smoke of the greatest of all world's conflicts has been dissipated, but the smoke of tobacco will linger on as long as there remains an American soldier, and then long after that. And what care we whether it was the Chinese or the American Indian who first made use of the weed, or whether it was Sir Walter Raleigh or Sir Francis Drake who first introduced smoking to the Europeans. It is sufficient for us that we had tobacco for our boys in uniform, and that we were able to supply it in sufficient abundance to those who went 'across' to make it one of the mightiest factors for magnificent morale in the history of armed conflict."

CHATS WITH MANUFACTURERS

EVERY day the newspapers are printing something about a proposed anti-tobacco campaign. While professional reformers will find the tobacco industry an entirely different proposition from that of the liquor business, nevertheless such agitation is harmful. The trade should consider it seriously.

When the writer was a lad the village in which he lived was partly destroyed by the most disastrous fire in its history. An antiquated engine into which water was poured with buckets and pumped by hand on the fire through leather hose, lasted about fifteen minutes. Every citizen had a different idea regarding the checking of the fire. Meanwhile barns and houses were soaring skyward. After six cities had contributed modern engines and equipment the fire was checked. The next year private citizens formed a company and installed a big reservoir, a complete water system and a modern fire department. The town hasn't had a fire since.

The cigar and tobacco industry cannot afford to wait until the business is in danger of being consumed before it considers means of protection. The time to organize for defense is *now*.

***

IF your daily newspaper printed the identical news items in the same way in every issue over the period of a month it would be able to count its subscribers, advertisers as well, on one man's fingers and toes.

You simply would stop reading the paper because after having read one issue there would be nothing new to interest you.

How many of the advertisers in trade journals ever stop to realize that their advertising strikes the trade paper reader in the very same way? After he has seen it once he has seen it for sometimes as long as a year.

Many advertisers take the attitude that all they want is a "card." And they add to the statement by saying that trade papers can do them no good, etc., but that they feel that they ought to be represented in the trade magazines.

About the best and quickest way to prevent yourself from accomplishing something that you, at least secretly, desire to do is to say yourself that it cannot be done. After you have told yourself this your chances are about 100 to 1 that you won't be able to do it.

Don't forget that your advertisement (whether you mean it to be or not) is a part of your selling force, a printed salesman of your house and on your payroll, representing you.

You would fire a salesman in short order if you found out that he walked into a prospective customer and said, "I am T. Smith, representing Back & Forth, of Neargone, Mo. Our brand is 'Bela Bolsheviki,'" and then turned on his heels and walked out, without offering a selling talk, showing goods or demonstrating in any way that he meant business.

Yet all of the trade papers have a score of advertisers whose ads do not even say or do as much as the supposed T. Smith. This is not the fault of the trade paper, but of the advertiser. Every trade paper will see that copy is changed every issue, or frequently, and if necessary will furnish copy from their own offices when the manufacturer has not the time or facilities to do it.

The trade papers will do as much for the advertiser as he will let them do, but it is unfair to condemn trade papers for lack of service, or results, when the advertiser is the one at fault.

Whatever may be said of the characteristics of the average dealer, he gets just as tired of looking at the same ad all the time as any other type of business man.

***

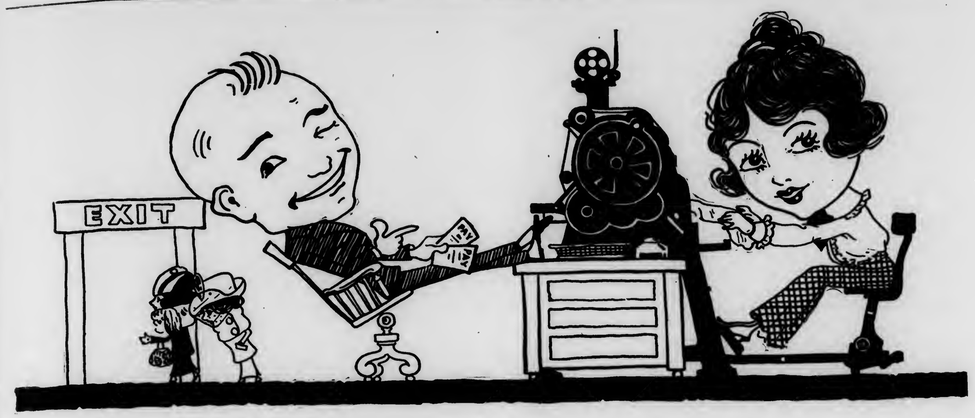
A PUBLICATION in the trade seems greatly stirred over the assumed fact that dealers are finding that their stores are stocked chiefly with non-salable brands bought rather because of price than of consumer popularity. Our own experience is different.

We have found that the dealer in the latter months of the year stocked heavily on popular brands. (Intelligently retailers had found out long before that time that only brands of known quality were a safe investment.)

It is surprising to find that hundreds of dealers still think that the new revenue bill will call for a floor tax of only 50 per cent. Some have since learned that the floor tax will be a full 100%. Many dealers are overstocked on popular brands and they are not ordering except for immediate needs, pending the signing of the new revenue bill.

We talked recently with a comparatively small dealer who just prior to Christmas had a stock of cigars valued at more than $15,000. He was amazed when he found out. The latter part of January he had a stock of more than $8000. His normal stock runs between $4000 and $5000. He is not buying a brand that he does not absolutely have to have.

Overstocking dealers is apt to have serious results and manufacturers should have no hesitancy in cautioning their salesmen about it. If the cigars are duplicating it is important to the manufacturer that the consumer gets them in first-class condition, and unless the dealer has humidor facilities, frequent small orders from him are more desirable than a big order at long intervals.



One "Universal" Saves Two Pay Envelopes Every Week

One Universal Tobacco Stripper and Booking Machine and one operator do the work of three hand-strippers.

The look-ahead cigar-manufacturer who has need for 2 or more hand-strippers will install one or more "Universals", which is a dividend paying investment, rather than add more hand-strippers to his pay-roll.

Furthermore, the Universal never "lays off" nor wastes your time. It never strikes for higher wages. It cuts out much of the waste of hand work, turns out a better product and increases cigar-maker's output by 35 to 50 cigars a day.

The Universal is the mark of a progressive manufacturer, so install it now and watch your daily production grow! About 1000 wide-awake manufacturers strip their wrappers, binders and large size fillers with the Universal.

See the Universal demonstrated with your own tobacco. Compare it with the old-fashioned methods of hand-stripping. There's no obligation involved. Write to-day for a demonstration.

Catalogue and Price List on request.

Universal Tobacco Machine Co.

79 Fifth Avenue, New York

Factory: 98-104 Murray Street, Newark, N. J.

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The *best* has never been so essential as it is *today*

Quality Style Refinement Originality

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General Cigar Co. Inc., Victor In "Tom Keene" Suit

The litigation which has been pending for several years between the General Cigar Company, Inc., and William M. Siers in the United States District Court at Pittsburgh, Pa., was decided in favor of the General Cigar Company, Inc., by Judge Orr on January 28, 1919.

The General Cigar Company, Inc., as the owner of the "Tom Keene" cigar trade-mark, which it acquired with the business of Bondy and Lederer, sued the defendant Siers to restrain the infringement of the "Tom Keene" trade-mark and for an accounting for profits and damages. The defendant for many years past resided at York, Pa., is now residing at Altoona, Pa., but has had his business relations with cigar factories in the neighborhood of York, Pa., principally at Dallastown, Pa. According to the defendant's story, some seven or eight years ago, he found a factory which was putting out a brand in a small way under the name of "Keen Kutter," at his suggestion. Subsequently, and sometime in 1915, he arranged with the Kaufman Cigar Company, of Dallastown, to handle a brand of cigars under the name of "Keen Judge" and succeeded in selling 4000 to 5000 cigars under that name. The owner of the Kaufman Cigar Company sold his business to two brothers by the name of Conaway, of Dallastown, together with the trade name Kaufman Cigar Company, and the defendant sold a few cigars under the "Keen Judge" label for the new owners. The label that he used was a copyrighted label and he obtained from the lithographer who owned the copyright an assignment of the copyright and thereafter prevented Messrs. Conaway from using that label, although they continued to manufacture "Keen Judge" cigars under a different label in a small way. The defendant then used the former label, changing the name from "Keen Judge" to "Judge Keen," which was somewhat closer in sound to "Tom Keene" than the former brand, and evidently encouraged by this fact, he subsequently put his cigars out on the market under the name of "Joe Keene." Some of his sales of these cigars took place in the Pittsburgh district of Pennsylvania, in which district the "Tom Keene" sales are especially large and the two brands very soon came into conflict and the attention of the General Cigar Company was called to this situation by local dealers and retailers, and after some correspondence endeavoring to have the defendant withdraw his brand from the market without success, suit was commenced.

The case came up for trial on July 2d, last, and was finally argued before Judge Orr at Pittsburgh on July 17, 1918. Judge Orr, in his opinion, states that the acts of the defendant in approaching closer and closer to the plaintiff's trade-mark, coupled with the testimony presented that not only dealers but also retailers and consumers ordered plaintiff's cigars under the name of "Keene," lead to the conclusion that the defendant was endeavoring to divert part of the plaintiff's profits in the sale of its "Tom Keene" cigars to the defendant, and gave judgment for the plaintiff for all the relief it asked for in the complaint, namely, an injunction and an accounting for damages and profits. Pending the trial of the case and the decision, several jobbing houses in the neighborhood of Pittsburgh had taken up selling agencies for the defendant's goods. They were notified by plaintiff of the fact that this was an action for an injunction; that it was pending, and that if the decision were rendered in favor of the plaintiff, plaintiff would hold them responsible in damages for all sales made by them of defendant's goods bearing the infringed marks, after the date of notice.

The defendant, in defending this action, raised about every technical point or defense possible in a trade-mark case, all of which were held to be absolutely without merit by Judge Orr, who rendered a very well-considered opinion showing that the plaintiff's trade-mark was in continuous and extensive use since about the year 1886; that it had been continuously used on a cigar of the same blend and character during all that time; that said cigar had acquired a very good reputation in the market, with sales averaging in the neighborhood of fifty or sixty million cigars a year, a considerable part of which were sold in the Pittsburgh district.

The General Cigar Company, Inc., the plaintiff, was represented by S. K. Lichtenstein, of New York City, and Leonard S. Levin, of Pittsburgh, Pa., as local counsel. The defendant, Siers, was represented by Messrs. Langfitt & McIntosh, of Pittsburgh, Pa.; Mr. Garrahan, of Pittsburgh, of counsel, assisted by James G. Glessner, of York, Pa.

Ocean Tobacco Freight Rates Cut

Washington, D. C.

The first step toward meeting the competition of the British cargo-carrying trade has been made by the United States Shipping Board, by announcing cuts in the freight rates effective between North Atlantic ports of the United States to Liverpool, London, Manchester, Hull, Avonmouth, Bristol, Cardiff, Glasgow, Leith and Belfast. The new rates represent a cut of approximately two-thirds from the former tariffs.

Included in the list of commodities taking these rates are cigarettes, 50 cents per cubic foot, and tobacco (King's warehouse delivery), $2 per hundred pounds net (no prima).

Commodities not quoted take a rate of $1 per hundred pounds, or 50 cents per cubic foot, ship's option, except dangerous cargo, on which special rates will be quoted on application.

MANILAS!

Do you know, Mr. Cigar Dealer, why the Manila Cigar Business has increased from the Fifty Million Mark of four years ago to the Three Hundred Million Mark of today?

Listen!

Efficient organization of the trade under the direction of the Philippine Government has stabilized the business and built up confidence.

The Manila Cigar has a peculiar quality that appeals to a large class of smokers. It is mild, it burns perfectly, it is hand-made, Spanish style, and it costs the smoker less than any other cigar of that type on the American Market.

Cigar dealers have discovered that greater Profits can be made by handling an attractive cigar line growing in public favor than by clinging to the old lines taht have grown only in price.

THERE IS PROFIT IN MANILAS!

List of Manila Manufacturers and Importers on application to

MANILA AD AGENCY
546 West 124th Street, New York

Tobacco Banking Service

CIGAR manufacturers and cigar and tobacco importers who purchase in Cuba will be interested in new banking facilities which are now placed at their disposal by the organization of the Banco Mercantil Americano de Cuba, located at Amagura 23, Havana, and with New York offices at 44 Pine Street.

Manufacturers and importers are invited to make use of the facilities of the Banco Mercantil Americano de Cuba, and buyers visiting Havana will find experts in charge of the tobacco department who will be glad to render every assistance. Familiarity with the leaf tobacco and cigar markets of Cuba makes the facilities of this bank particularly advantageous to all those who are in need of banking service.

LEAF TOBACCO HELD

Leaf tobacco held on January 1, 1919, by manufacturers and dealers in the United States amounted to 1,234,884,396 pounds, compared with 1,176,234,657 pounds on the same date of last year. The figures for 1919 include 835,303,616 pounds, for which the marked weight was reported (i. e., weight at time it was packed or baled) and 399,580,780 pounds for which the actual weight was reported. The corresponding amounts included for 1918 were 779,292,224 and 396,942,433 pounds, respectively. Allowance should be made for shrinkage on the amounts for which marked weight was reported in order to ascertain the actual weight. The total for January 1, 1919, includes 1,074,175,156 pounds of unstemmed and 160,709,240 pounds of stemmed leaf tobacco.

These statistics represent (1) the quantity of leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000.00 cigarettes, and by dealers in or manufacturers of leaf tobacco who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; and (2) all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

SMOKING INCREASES IN A. E. F.

Smoking has increased in the American Expeditionary Forces since the signing of the armistice, according to reports secured from the War Department. The average monthly purchases now being made by the subsistence division for shipment overseas amount to 425,000,000 cigarettes and 20,000,000 cigars. About 2,000,000,000 cigarettes were sent to France prior to the signing of the armistice, but the present rate of shipment is much increased.

Ninety-five per cent. of the members of the army overseas use tobacco in some form it is declared. It is a part of the regular daily ration, but the quantity allowed is not sufficient for the average tobacco user. Every soldier, however, may buy the most popular brands of cigars, cigarettes and smoking tobacco at the canteens in unlimited quantities and at prices considerably lower than they are sold for in the United States.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
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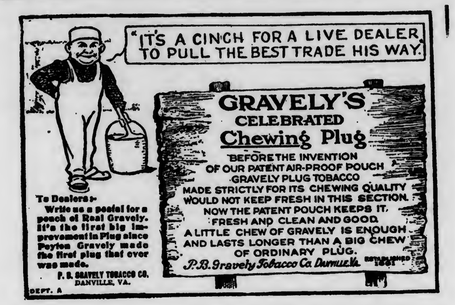
"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality - and quality alone

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

A Readjustment Period

Washington, D. C.

THE country is now passing through a period in which extensive readjustments affecting both capital and labor are a characteristic feature, according to officials of the Federal Reserve Board in a statement calling attention to the study that is being given the problem of current business in other countries and the tendency there to return to a stable price level.

"Reports of business conditions show that the return of active production and consumption is being retarded by high expenses of production," points out the board in its statement. "Uncertainty, not only among consumers, but also among those who would ordinarily be in the market for raw materials with which to manufacture goods, concerning the possibility or probability of a further drop in values, tends in the same direction. It is argued that any such decline will be carried by those who are at the moment in possession of the stocks of goods which are thus tending to move toward lower levels. Producers of secondary articles involving the application of large quantities of primary raw materials are reluctant to absorb the loss threatened, although some business men are showing a disposition to treat such losses as one of unavoidable charges upon business in the process of a speedy adjustment.

"The great volume of our export trade furnishes a measure of foreign demand, but this export trade is in large part concerned with raw materials, food and the like, and thus we are still facing the problem of finding or making a market for our manufactured goods in foreign countries, a process in which we can hardly hope to make the desired success so long as prices continue upon a level higher than that existing in other countries. Those countries which first succeed in readjusting their costs of production and restoring their industry to a normal level of values will be most successful in developing their exports and controlling the markets of consuming nations the world over."

SOME SHELL!

Private Jenkins, home from France, was seated in the village inn one evening surrounded by a group of admirers.

"I suppose," said old Farmer Murzel, "ye had some narrow escapes out yonder?"

"Well," answered Tommy, "nothing to speak of much, but I remember one night I felt like a drink, so I goes down to the estaminet. I'd just got me 'and on the doorknob, when just then old Fritz sent one of 'is big ones over right on the house, and, believe me, it knocked the 'ole blooming show down and left me standing there, silly like, with the knob of the door in me 'and."—"Chicago News."

Tobacco Products Corporation has declared a dividend of $1.50 a share on the common stock, payable on February 15 to stockholders of record on February 3. The dividend is payable in scrip maturing on February 15, 1921, and bearing interest at the rate of seven per cent. a year.

44 Cigar Co. Inc. Philadelphia

A Pair of Winners

John Ruskin Is it tooOO Big?

Flor de MELBA The Cigar Supreme

Mr. Dealer:—A box of JOHN RUSKIN and FLOR DE MELBA —the Cigar Supreme, on your show case will increase your business. We recommend that you carry a supply of them.

THE BEST AT THEIR PRICE

See Your Jobber Now, or Write Us

I. LEWIS CIGAR MFG. CO., Newark, N. J.

Largest Independent Cigar Factory in the World

MAPACUBA CIGARS

THE ALL-DAY, EVERY-DAY SMOKE

A Lightning Seller!

Every smoker of 10 cent Cigars can be made a REGULAR Mapacuba customer. That means *new* and *regular* profits for *you*. Strongly advertised.

Manufactured by **BAYUK BROS. CO.** *Philadelphia, Pa.*

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.

Strengthen Your Advertising Literature

Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.

Ross-Gould Mailing Lists St. Louis

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New York Offices, 5 Beekman Street

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TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

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Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

REGISTERED LABELS and bands, also molds at low prices; at 240 North Fourth Street, Philadelphia, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

MOLDS WANTED—Londres shape. Address S. Monday & Sons, 34 South First Street, Brooklyn, N. Y.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

WANTED—COMPETENT ASSISTANT PACKER FOREMAN; good opportunity for advancement. Address General Cigar Company, Incorporated, 119 West 40th Street, New York.

MACHINE FOR SALE

SCRAP CUTTING AND SIFTING MACHINE FOR SALE, in good condition. Low price for quick buyer. Address Box 255, Tobacco World.

"Like Sugar In Your Coffee"

MR. ROBERT FALLON, efficient clerk in the New York Central offices, went down to breakfast in his elegant boarding house and was told the entire supply of sugar in the house was in the bowl on the table. That information greatly depressed Mr. Fallon.

He loves his coffee and requires there lumps in each cup.

On his way home that night he saw a most persuasive advertisement in a street car.

It depicted a vivacious sailor pouring a generous portion of the makings into a handsome blue cup, a part of the accompanying line reading, "Like sugar in your coffee."

What followed is explained by the fact that Mr. Fallon never has used tobacco in any form, and knew nothing about its taste, says Sam D. Ellis.

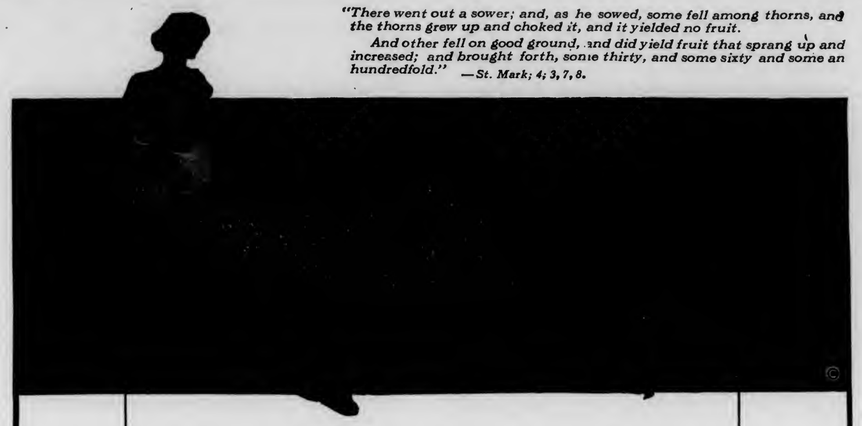
The sugar bowl was empty the next morning, but he had made a purchase of the brand of makings recommended by the vivacious sailorman.

He rolled a generous portion between his palms and poured it into his coffee.

"It's too bad about poor Mr. Fallon," said the mistress of the table, when he had gone. 'He hardly tasted his coffee this morning and usually he asks for two cups."—"The Cleveland Press."

"There went out a sower; and, as he sowed, some fell among thorns, and the thorns grew up and choked it, and it yielded no fruit.

And other fell on good ground, and did yield fruit that sprang up and increased; and brought forth, some thirty, and some sixty and some an hundredfold." —*St. Mark; 4; 3, 7, 8.*



Like the Parable of the Sower

some manufacturers do not use sufficient foresight to determine where their advertising seeds are sown, or where they fall.

They attempt to simply throw the seeds to the four winds — hit or miss — without regard for the thorny, or stony ground, or the waysides, where the seed is devoured, scorched or withers away.

The wise sower of advertising seed selects the good, fertile fields; and he, therefore, not only reaps harvests thirty, sixty or an hundredfold, but *saves much seed:*—and surely this is no time for waste of either advertising seed (dollars) or time.

When selecting the business fields which you want to sow and cultivate, don't scatter your seed — conserve it and plant where it will do most good;— where it will flourish, thrive and bear forth fruit in the form of increased business an hundredfold. Plant your advertising seed in

The Tobacco World
236 CHESTNUT STREET
PHILADELPHIA

Copyright 1918,

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Operations of M. & M. Line

SHIPPERS of tobacco from the south to northern points via the Merchants and Miners' Transportation Company are much interested in the future operation of the line. Their interest commenced when it was threatened to stop the service between Providence, R. I., and Newport News and Norfolk, Va., which would take in by transfer, Baltimore, Md. Protest was made by the Governor of Rhode Island and the business men of the Rhode Island cities. Now, it develops that other features of the service rendered by this line is involved, and the senators from Massachusetts, Rhode Island, Virginia, Maryland and South Carolina have interested themselves in the matter.

The senators have been informed by Judge John Barton Payne, general counsel of the division of law, United States Railroad Administration, that the line was taken over by the Government, under the President's proclamation, for war purposes. When the armistice was signed in November the Government had no further use for the boats, and an order was later issued relinquishing its control over this and three other lines. The three other lines accepted the order, but the Merchants and Miners' Transportation Company declared that they had not received sufficient notice of the action taken and declined to assume control of the service. The Government has since continued the operation of the boats for the company's account.

Up to the present time the company has not indicated a willingness to assume control and to continue the operation of the boats. It is also stated by Judge Payne that when the Government took the boats over an effort was made to secure an agreement as to the matter of compensation. The company declined to accept the rates that were fixed and insisted that payment be made on the basis of the rates fixed by the United States Shipping Board. The Railroad Administration refused to agree to this, and told the line if not satisfied with the compensation granted, to apply to the Court of Claims in the method fixed by the railroad-control act.

"That is the situation in brief," concluded Judge Payne. "Whether the Railroad Administration should continue the operation of the boats under the existing circumstances is a very grave question."

The "Western Tobacco Journal" came to us this week with the old familiar and artistic heading, but the covered of high calendered paper with display advertisements, and the reading matter beginning on page 3. We notice that this is the third number of volume 46, an indication of solidity and success rather than of age as anyone may know by reading its news and statistics which are not only up to date but in many respects the best among our exchanges.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

December Cigar Production

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the Statement of Internal Revenue collections for the month of December, 1918.

(Figures for the fiscal year 1919 are subject to revision on receipt of final reports.)

Products.		*December, 1917.*	*December, 1918.*
Cigars (large), Class A,	No.	105,126,717	61,001,004
Cigars (large), Class B,	No.	350,001,212	284,863,431
Cigars (large), Class C,	No.	127,288,284	175,415,208
Cigars (large), Class D,	No.	1,471,386	2,654,514
Cigars (large), Class E,	No.	2,120,694	3,651,941
Total,		586,008,293	527,586,098
Cigars (small)	No.	73,917,876	59,139,250
Cigarettes (large),	No.	3,756,539	1,647,296
Cigarettes (small),	No.	2,316,703,809	2,788,379,210
Snuff, manufactured,	Lbs.	2,646,744	2,131,297
Tobacco, chewing and smoking,	Lbs.	30,334,535	25,276,695
Playing cards,	Packs	1,690,409	2,070,153
PORTO RICO.			
Cigars (large):			
Class A,	No.	1,070,600	4,242,800
Class B,	No.	1,358,525	6,333,000
Class C,	No.	480,225	9,111,320
Class D,	No.	.....	5,000
Total,		2,909,350	19,692,120
Cigars (small),	No.	400,000	1,000,000
Cigarettes (small),	No.	197,000	4,000,200
PHILIPPINE ISLANDS FOR NOVEMBER.			
Products.		*November, 1917.*	*November, 1918.*
Cigars (large):			
Class A,	No.	10,149,470	1,099,400
Class B,	No.	8,684,532	20,534,070
Class C,	No.	141,870	656,730
Class D,	No.	10,150	375
Class E,	No.	1,210	75
Total,		18,987,232	22,290,650
Cigarettes (small),	No.	309,487	264,756
Tobacco, chewing and smoking,	Lbs.	3,038	.....

BRODIE L. DUKE DEAD

Brodie L. Duke, one of the founders of the tobacco manufacturing firm of W. Duke & Sons Company, which later was taken over by the American Tobacco Company, died at Durham, N. C., on February 1st, at the age of 72 years. His estate is estimated at about a million dollars.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

MACHINERY and SUPPLIES
for Cigarette Factories
New York Cigarette Machine Co., Inc.,
25 ELM STREET NEW YORK, N. Y.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LISTENING POST:—40,934. For all tobacco products. January 14, 1919. American Litho. Co., New York City.

EL TOLDO:—40,935. For all tobacco products. January 16, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

SCHWARZ & SON BIG HAND MADE:—40,936. For cigars, cigarettes and tobacco. January 20, 1919. Schwarz & Son, Newark, N. J.

BIG FIVE:—40,937. For cigarette papers and tubes. January 20, 1919. Gluckman & Son, Inc., New York City.

HOTEL VICTORY:—40,938. For cigars, cigarettes, smoking and chewing tobacco and snuff. January 10, 1919. Madoro Cigar and Tobacco Co., Eau Claire, Wis.

HOLWORTHY:—40,942. For cigars, cigarettes and tobaccos. January 22, 1919. Fred. L. Lavanberg, New York City.

MR. E.:—40,943. For cigars, cigarettes, smoking and chewing tobacco. January 22, 1919. John Schwartz & Sons, Poughkeepsie, N. Y.

22:—40,945. For chewing and smoking tobacco. January 17, 1919. Superia Tobacco Co., Detroit, Mich.

56:—40,946. For chewing and smoking tobacco. January 17, 1919. Superia Tobacco Co., Detroit, Mich.

PERSHING SQUARE:—40,947. For cigars, cigarettes, cheroots and smoking tobacco. January 24, 1919. W. C. Musselman, New York City, N. Y.

MILLIONAIRE HARRY:—40,948. For cigars. January 20, 1919. H. H. Snovel, Van Wert, Ohio.

RICARDO GARCIA:—40,949. For all tobacco products. January 22, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

ABOOD'S LEADER:—40,950. For all tobacco products. January 27, 1919. M. Abood, Jacksonville, Fla.

WISCONSIN NEWS:—40,951. For all tobacco products. January 28, 1919. Edw. Dufemhorst, Milwaukee, Wis.

OXFORD:—40,952. For smoking pipes. January 29, 1919. Manhattan Briar Pipe Co., Brooklyn, N. Y.

HORSEHEAD:—40,953. For cigars. January 23, 1919. Watkins Cigar Stores Co., Detroit, Mich. Trade-mark claimed to have been in actual continuous use for a number of years since it was first adopted by E. M. Harris Co., Detroit, Mich., the original owners thereof, and from whom title thereto was derived by registrant by a transfer dated June 19, 1916.

SUBLIMES OF PORTO RICO:—40,954. For all tobacco products. February 1, 1919. American Litho. Co., New York City.

VERMILLION CLUB:—40,955. For all tobacco products. December 30, 1918. Victor Levor, Attica, Ind.

ALLIED MASTERS:—40,956. For all tobacco products. February 3, 1919. C. B. Henschel Mfg. Co., Milwaukee, Wis.

GINGER HEAD:—40,957. For cigars, cigarettes and tobacco. February 3, 1919. Block Cigar Co., Little Rock, Ark.

PEACE LEAGUE:—40,959. For all tobacco products. February 4, 1919. E. C. DePutron, York, Pa.

FRENCH CROSS:—40,958. For all tobacco products. February 3, 1919. C. B. Henschel Mfg. Co., Milwaukee, Wis.

VICTOR GIRL:—40,961. For cigars and scrap tobacco. February 3, 1919. Geo. H. Schmiedes, Fort Wayne, Ind.

OUR SPECIAL X:—40,962. For smoking and chewing tobacco. February 3, 1919. The Clark and Snover Co., Scranton, Pa.

SOLDIER MAID:—40,963. For all tobacco products. February 1, 1919. Soldiers & Sailors' Cigar Factory, Philadelphia, Pa.

SAILOR MAID:—40,964. For all tobacco products. February 1, 1919. Soldiers & Sailors' Cigar Factory, Philadelphia, Pa.

TRANSFERS

RED RING:—25,132 (Tob. Journal). For cigars, cigarettes and cheroots. Registered January 23, 1902, by Canton Cigar Box Co., Canton, Ohio. Transferred to Fred'k Schuler, Paterson, N. J., January 17, 1919.

PREMOSA:—39,179 (U. R. B.). For cigars, cigarettes and tobacco. Registered May 3, 1915, by San Telmo Cigar Mfg. Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., and re-transferred to the Mueller & Son Co., Milwaukee, Wis., January 17, 1919.

DONATELLA:—28,566 (U. S. T. J.). For cigars, cigarettes, cheroots and tobacco. Registered March 19, 1904, by Heywood, Strasser & Voigt Litho. Co., New York City. By various transactions was acquired by the American Box Supply Co., Detroit, Mich., and re-transferred by them to the Mueller & Son Co., Milwaukee, Wis., January 17, 1919.

OLD WAR HORSE:—26,394 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered December 26, 1902, by G. Merz & Son, Chicago, Ill. Transferred to Louis Neumann, of Chicago, Ill., January 20, 1919.

DOUGLASS (Trade-Mark Record). For cigars. Registered January 22, 1886, by Stephen G. Condit, New York City. Transferred to Gradiaz, Annis & Co., New York City, and re-transferred to Kaiser Bros., Brooklyn, N. Y., January 23, 1919.

A certain admiral whose addiction to strong language is well known in the navy was one day inspecting one of the ships under his command. When he came to the brig (ship's jail) his piercing eye traveled from one to another of the prisoners, who were evidently ill at ease under his scrutiny.

"What the —— are *you* in for?" he demanded of one.

"For using profanity, sir," was the meek reply.

THE MOEHLE LITHOGRAPHIC CO.

CIGAR LABELS AND BANDS

HOME OFFICE
CLAREMDON ROAD & EAST 37TH ST.
BROOKLYN, N.Y.

BRANCH OFFICE
170 WEST RANDOLPH ST.
CHICAGO, ILL.

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

The Tobacco World

Established 1881

Volume 39 | February 15, 1919 | No. 4

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

BAER BROTHERS
GOLD BRONZES AND GOLD INKS

Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.

BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 50 Union Square

OSCAR PASBACH, Pres. J. A VOICE, Secy. & Gen'l. Manager
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
30 N. La Salle St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
914 Drexel Building
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

IRREGULAR PAGINATION

YOURS for SERVICE

"Damptite"

It's not a "War Baby"! It's for all time!

Some of the 57 reasons why you should use DAMPTITE

To hold and build up trade you need the *BEST*—That's the DAMPTITE!

Best humidor on the market—preserves the delightful aroma that is the very life, reputation and sale of your cigar.

DAMPTITE will "make" your brand. It won't turn a poor leaf into a Havana cigar, but we've got the can that will save all the quality you put into it.

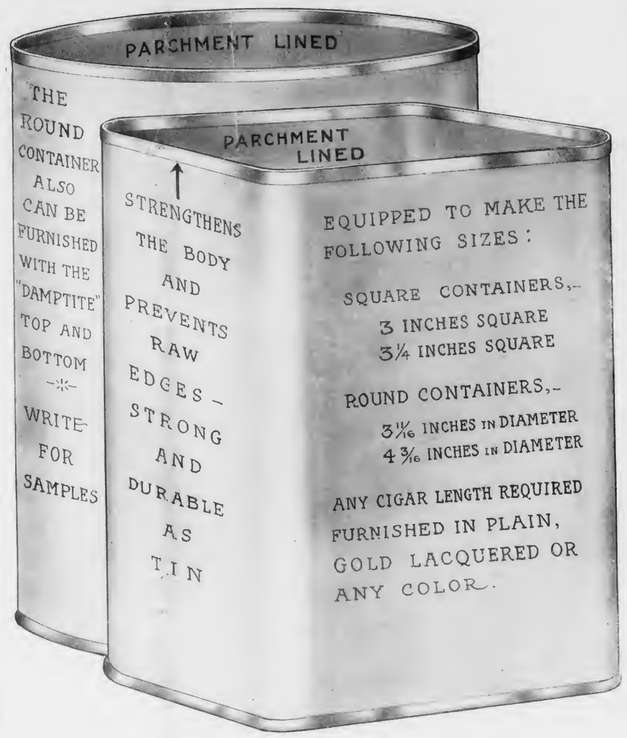
It's moisture proof—four layer fibre package with DAMPTITE composition fused between layers.

Durable—reenforced with tin rim, bottom and cover.

Light—a freight saver; 35% lighter than tin.

No sharp edges—agreeable to handle.

It's a trade winner—without doubt it "clinches" friend customer.


PARCHMENT LINED
THE ROUND CONTAINER ALSO CAN BE FURNISHED WITH THE "DAMPTITE" TOP AND BOTTOM
WRITE FOR SAMPLES
PARCHMENT LINED
STRENGTHENS THE BODY AND PREVENTS RAW EDGES — STRONG AND DURABLE AS TIN
EQUIPPED TO MAKE THE FOLLOWING SIZES:
SQUARE CONTAINERS,-
3 INCHES SQUARE
3¼ INCHES SQUARE
ROUND CONTAINERS,-
3 1/16 INCHES IN DIAMETER
4 3/16 INCHES IN DIAMETER
ANY CIGAR LENGTH REQUIRED FURNISHED IN PLAIN, GOLD LACQUERED OR ANY COLOR.

In other words

You Can't Afford To Be Without The "DAMPTITE"

USE IS PROOF—TAKE A TRIAL ORDER
PRICES AND SAMPLES FURNISHED ON APPLICATION

WIEDMANN-ST. LOUIS CIGAR BOX COMPANY

1117-23 NORTH BROADWAY, ∴ ∴ ∴ ∴ ST. LOUIS, MO.

AMERICAN BOX SUPPLY CO., 383 Monroe Ave., DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

VOLUME 39 NO. 5

The TOBACCO WORLD

MARCH 1, 1919

GARRETT·H·SMITH

U·S·AND CANADIAN REPRESENTATIVE FOR

COMPAÑIA LITOGRÁFICA DE LA HABANA

FINEST IMPORTED CIGAR BANDS AND LABELS.

ALSO GUMLESS BANDS

NEW YORK OFFICE 50 UNION SQUARE

TELEPHONE STUYVESANT 7476

IN order to more closely associate the DINWOODIE pipe with the name of our house, it will hereafter be known as the

KAYWOODIE

KAY will serve to identify this superlative Italian Bruyère pipe with our name, KAUFMANN BROS. & BONDY. KAYWOODIE pipes will always continue to possess the distinctive excellence which has won for them the highest place among pipes of known quality.

KAUFMANN BROS. & BONDY
33 EAST 17TH STREET
NEW YORK

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. DANVILLE, VA.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

La Flor de Portuondo
Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

TOPIC
Clear Havana Cigars
10c and upwards

BOLD
"Above All"
SEVEN CENTS

Smokes for the discriminating smoker that are perfection in the blending and selection of high grade tobaccos.

Bobrow Brothers
MFGRS.
Philadelphia Penna.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

For Gentlemen of Good Taste
San Felice
7c Cigars
The Deisel-Wemmer Co.,
LIMA, O.

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality ~ and quality alone

7¢
to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

A Pair of Winners

John Ruskin Is it TOOOO BIG?
Flor de MELBA The Cigar Supreme

Mr. Dealer:—A box of JOHN RUSKIN and FLOR DE MELBA —the Cigar Supreme, on your show case will increase your business. We recommend that you carry a supply of them.

THE BEST AT THEIR PRICE

See Your Jobber Now, or Write Us
I. LEWIS CIGAR MFG. CO., Newark, N. J.
Largest Independent Cigar Factory in the World

LEAF TOBACCO

OF ALL DESCRIPTIONS

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BOSTON

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Does The Quantity Discount Benefit Either The Cigar Manufacturer Or The Dealer?

IS there a good merchandising reason for the quantity discount to the dealer? Granting that every argument has two sides, there must be some supposed reason at least. But there are several reasons why it does not seem to be the best of wisdom.

There is one cigar in Philadelphia that so far as we are able to learn costs the dealer the same rate per thousand whether he buys fifty or a million. The cigar is a leader. It is sold nationally. It is the largest selling cigar at its price in the world. And yet it sells without a quantity discount. It probably goes over the counter to the consumer day in and day out in better condition than any other competing brand, and this is, no doubt, due largely to the fact that there is no inducement to overstock.

The average small dealer has no more use for five hundred or a thousand of one brand than the man in the moon. Most of the small dealers have no humidor facilities. But many dealers buy in order to get the quantity discount and figure on saving perhaps one or two dollars on five hundred. But these same dealers do not figure on the loss in dried and broken cigars that begin to appear in the last two hundred that he puts on sale, and the manufacturer does not pay much heed to his own loss through his brand going to the consumer in poor condition.

Every cigar manufacturer certainly knows that once a cigar dries out all the humidors in the world cannot restore the lost bouquet and aroma. It is gone forever. A smoker does not prefer a certain brand because it is something to smoke, but because there is something about the blend and aroma of the cigar that appeals to him. Let the cigar dry out and it tastes but little different from any other dried out brand.

Here is where there is a definite loss in prestige and good will through overstocking. If a dealer sells five hundred of a certain brand a month, he is most certainly going to order five hundred of those cigars during the month. Stocking him with five hundred in one order won't help him sell them any faster, and it may induce him to sell them cheaper to get rid of them.

If there ever was a time when the quantity discount was the exception, it may be that it operated somewhat to the advantage of that particular manufacturer. In this case the dealer buying a quantity of a certain brand, with a price concession, may have felt disposed to push the brand to get the turnover and extra profit. But today when almost every factory is doing it, it simply means that most dealers are investing $1000 in stock where they ordinarily would carry about $300, and furthermore, all of the brands reach a point at some time when they go to the consumer in very poor condition. And a dealer who continually is selling dried out cigars is sure to lose trade, and to become eventually a poor credit risk.

Another point was brought to our attention recently. A certain size of a certain brand goes to the trade at let us say $90. In five hundred lots this brand carries a five per cent. discount; in fifteen hundred lots an additional $2 a thousand. The man who buys fifteen hundred of these cigars gets them at the rate of $83.50 (without figuring the two per cent., ten days) per thousand.

Now, the sensible dealer who believes in selling fresh goods, who realizes his lack of facilities for keeping them in condition any length of time, and who values the small investment and quick turnover, and his ability to take his cash discount, will buy only a hundred of this brand at a time. He therefore pays at the rate of $90 per thousand.

Now, if the manufacturer can afford to sell these cigars to one dealer for $83.50 per thousand and make a living profit, what kind of a profit does he make when he sells a few to another dealer at $90 per thousand?

If a dealer can sell fifteen hundred cigars he will buy them, and so will a dealer who can sell five hundred. There is certainly not $6.50 per thousand difference in the benefits derived from a sale of fifteen hundred cigars as against an order for one hundred.

It would be more encouragement to the small dealer to average the price better, and to have him know that the price for one hundred would be at the same rate as the price for two thousand.

The quantity discount has become so prevalent that many small dealers are actually made poor pay by being led into overstocking.

Last Monday many standard brands could be bought by the box in any number of cigar stores at ridiculously low prices, and there were two reasons.

In the first place the dealer wanted to escape the tax, and in the second place they were brands that had been bought in quantities and most of them were far from being in good condition.

Overstocking because of the quantity discount makes dealers poor pay, and causes their goods to go to the consumer in poor condition and thereby lose trade.

Quantity discounts harm the manufacturer because when his brand is sold in poor condition it hurts the prestige of the goods, and in the second place it opens the day for price-cutting by unscrupulous dealers.

Only last week a dealer called attention to the fact that a notorious price-cutter was advertising a brand to be sold to the consumer by the box at the price per thousand that the dealer was paying. Upon investigation we found that the price-cutter bought in quantities and that his price per thousand, net, was just ten dollars lower than the price the dealer was paying.

Sooner or later the retail trade will rise up and demand a showdown on prices. There will be just as many cigars sold in the long run when the price per thousand is the same regardless of quantity, as there are under existing conditions. And the same price to all regardless of quantity will be a vital blow to the price-cutters who are growing up in all parts of the city, and in all parts of the country.

Neither the dealer nor the manufacturer benefit from the quantity discount while both would benefit if it were eliminated.

Is Government Control Of Cigar Stands Coming?

Washington, D. C.

THE United States Railroad Administration has requested the railroads under Government control to furnish information regarding the sale of cigars and tobacco at stations, on trains and on ferryboats.

The information required will show the name of the firm or individual having the concession, the date of contract or agreement and expiration thereof, provisions, if any, for prior termination, basis for compensation—showing whether flat rental, percentage or other basis, gross receipts for 1917 and 1918, shown separately, annual compensation to railroad for 1917 and 1918, what, if any, provisions are contained in contract or agreement for increase or decrease in compensation; what, if any, special provisions are in contract or agreement, to what extent facilities are provided and equipped by railroad and to what extent by owner of concession, to what extent railroad and owner employ and pay all necessary help, respectively, and number of concessions operated by firms and individuals and number operated by railroads.

The Railroad Administration is getting in touch with all the activities of the railroads, believing that there are many loose ends which may profitably be gathered up, and the reports on this matter may be made the basis of new orders concerning the sale of cigars and tobacco on trains and ferryboats and in stations.

C. L. L.

"Macedonian" Cigarettes Instead Of "Turkish"

THE Greek nation is anxious to change the name of cigarettes known as "Turkish" to "Macedonian." Mr. Christos Vasilakaki, one of the members of the Greek Parliament and Governor of Crete during the war, now in London, explained that the Greek Government intends to make representations to the British Government with a view to proscribing the use of the label "Turkish cigarettes." Similar representations will also be made to the American Government; and I will tell you why, said Mr. Vasilakaki. Not less than seventy-five per cent. of the tobacco used in the manufacture of so-called Turkish cigarettes is grown in Greek Macedonia, which is part of the Hellenic kingdom. The other twenty-five per cent. is grown in the Asiatic districts of Smyrna and Samsun, mainly by Greeks who have been ruled by Turkey, but which, after the Peace Conference, will again become a part of the Greek kingdom. Before the war the Turkish monopoly bought tobacco grown in Macedonia to make their own cigarettes. The amount of tobacco the Turks grow is insignificant. They have not a pound left to export. That the French and Italian Governments do not recognize Turkish cigarettes proves my point. The Turkish cigarettes in those countries is known as the "Macedonian" cigarette. The Greeks want Britain and America to adopt the same policy in regard to a tobacco the finer grades of which is exclusively grown on Greek soil by Greek people. In Greece today we are doing what is possible to see that German-made goods do not come into the market as British goods. And we think it is not unreasonable to ask the British people to make a concession to Greek national sentiment and label these cigarettes "Macedonian."—From London "Tobacco."

Tampa Manufacturers Will Have To Settle The Machinery Question Some Day, Why Not Now?

THE League of Nations may become a fact and wars may cease, but like "The Brook," Tampa strikes seem destined to go on forever. No tobacco trade paper need go featureless for news as long as there are cigar factories in Tampa; at least it seems that way.

Recently some of Tampa's more progressive manufacturers have installed stripping machines, mechanical devices which save raw material and increase the production of cigars. By them wrappers, binders and large size fillers are economically stripped.

When these machines were installed American girls were employed as operators for the reason that they seem better able to understand and operate machinery than Latin help. The result of this was a walkout of the strippers in factories where the machines were installed.

Aside from the prejudice against the machine, there arose the question of American girls against the Latins. It is understood that an adjustment has been reached and that the manufacturers in the future are to confine the mechanical stripping to binders.

It must be obvious that as the wrapper is the more expensive type of leaf, the saving due to the stripping by employment of machinery would be much greater on wrappers than on binders or fillers. Therefore the reported concession confining the operation of the machines to binders has immediately curtailed the economies that the machines could otherwise prove.

At no time in recent years has Tampa been overflowing with labor. The solution of the labor question in every cigar manufacturing center depends on the development of facilitating devices for the handling of raw materials and the production of cigars.

For more than a year THE TOBACCO WORLD has been discussing the economies to be found in the use and development of machinery for the cigar industry. We have repeatedly called attention to the fact that the cigar industry stands almost alone in its lack of mechanical devices for assisting production. The tobacco industry and the cigarette industry have attained their enormous productions only by their use. Hand labor could never have turned out the cigarettes that were produced in 1918.

The cigar manufacturer today must certainly be able to see that the growth of cigar production will never come from hand labor. First and foremost there is not enough of it; second, the wages are not sufficient to make it worth while for boys and girls to learn the trade; third, hand labor is the most expensive method of production known. (As an example take identically the same quality of leather and compare the costs of the shoe made by machine and the shoe that is custom made.)

The future of the cigar industry lies in mechanical devices which will facilitate production.

If it is humanly possible for us to drive home to the cigar manufacturer why this is true we would feel that we had made a real contribution to the progress of the industry.

To discuss for a moment the third reason, the expensiveness of hand labor, we would like to point to a few of the things that manufacturers tell us which make us *certain* that mechanical devices are the necessities of the cigar manufacturer of tomorrow.

In discussing rising cigar costs with a Tampa manufacturer some months ago, this man mentioned that the tobacco that he had put into the factory for the previous year had yielded him $30,000 worth less of cigars than he had figured on a most liberal allowance. Where did they go?

Because of the fact that no human being is perfect there were wrappers torn in stripping and in putting them on the cigar; there were filler losses through carelessness; there were thousands of free cigars granted the men and women to take home, and thousands more taken without being granted. These free smokes amount to considerable money when a manufacturer is working high-grade Cuban leaf and has two or three hundred cigarmakers seated at the benches.

The free smokes given in Florida factories for the calendar year of 1917, according to the report of the Commissioner of Internal Revenue, were 11,489,858, and were worth at least $800,000. How many more were rolled and taken the Internal Revenue Collector is unable to state.

Manufacturers will find that mechanical devices do not require free smokes, nor do they walk off with any additional ones.

Mechanical devices eliminate the greater part of the waste and destruction due to the carelessness of human beings.

If cigars of the better grades are to be kept within the reach of the great buying public the costs of production *must* come down. They cannot under present conditions!

If Tampa cigar manufacturers are to compete with manufacturers producing the same types of cigars in other parts of the country they will have to equip their factories with the most improved mechanical devices for the facilitating of cigar production. The installation of stripping machines in Tampa factories is but the beginning, and other modern devices must follow.

Inevitably the manufacturer and the employe will meet at the cross-roads. The question of the use of machines will have to be settled in Tampa sooner or later, and for all time. The cigar manufacturers can make up their minds to this if they are going to stay in business in Tampa.

The Latin labor of Tampa must concede to the cigar manufacturer the right to produce his goods as cheaply as his competitors in other cities. Size for size, Tampa cigar-makers receive a higher rate of pay than in any other city in the United States.

The Tampa manufacturer, if ruled by the Latin labor element, will be forced to discontinue machinery and therefore produce his goods at a much higher cost of production than his competitors in other cities, and thereby lose trade and eventually will have need for less labor.

On the other hand, if the cigar workers of Tampa are far-seeing they will readily concede that with the ability to produce more goods and at a lower cost there will be greater prosperity for them. They will be able to make more cigars and to earn more money.

If machinery can do the cheaper grades of work necessary to the production of a cigar, then there will be an opportunity for the workmen doing that grade of work to train themselves for the better paying positions.

The introduction of machinery has never ruined any industry, but on the contrary it has made prosperous hundreds of thousands of employes in the lines where it is employed.

The cry of the industrial establishments of the world is *production*. The cheaper this production can be secured the more the employer can afford to pay those who help to produce it.

If we may be permitted to venture an outside opinion the Tampa manufacturers eventually will have to do one of three things:

1. Be ruled by Latin labor, with its attendant higher costs of production, or
2. Bring American labor that knows and understands the value of mechanical devices, to Tampa, or
3. Take their factories away from Tampa.

There are rumors already afloat of several Florida manufacturers who are contemplating removing to other cities. The permanent investments in factories and homes in Tampa no doubt hold many manufacturers, but when the point is reached where the business faces a steady loss they will undoubtedly sacrifice their factories rather than face failure.

We believe that there is much to be said on behalf of labor, and we further are of the opinion that the time is not far distant when capital and labor will meet on friendly terms in the conduct of business.

The most profitable business is done when the partners are pulling together, not against each other, and labor after all is a partner and should be so considered. Very naturally there must be concessions on one side, and on the other, from time to time. But if they are made with a full knowledge of facts and with the desire to promote the best interests of the business they will equalize themselves.

Tampa labor, although it may not always so appear, always gets the worst of strikes in the end. In fact all labor does.

The laborer's loss is not only the money that he does not earn, but he harms his own cause by the losses that he causes the manufacturer, which often makes it impossible for him to do what he otherwise might in the way of bettering whatever condition the workman complains about.

The manufacturer loses the profits on the cigars that might have been made and sold but which are not, and also has to stand the heavy overhead expense which is ever present whether the factory works or not. The first thing after a strike the manufacturer must try to recoup his losses. What he might have done, if the question had been arbitrated and reasonableness shown, becomes impossible under conditions imposed by a strike. And labor is the greater loser because it cannot afford to lose at all. Every strike is a loss to both sides.

There can be no mutual benefits from business unless the services rendered are mutually beneficial.

The very existence of the present prosperity of Tampa is threatened by the continually occurring strikes and disagreements in the cigar factories.

The cigar factories of Tampa not only beautify the city, but have resulted in the development of real estate quite beyond the dreams of a past generation.

Drive the cigar manufacturers out of Tampa and labor will have to go itself. There are not enough other industries there to absorb it. Take away the factories and the cigar workers and the prosperity of Tampa fades.

The troubles of the Tampa cigar manufacturers should be the worries of the business men of the city, for unless the continual strikes are curbed the time is not far distant when one by one several of the largest factories in the city will quietly close their doors permanently.

We sincerely hope that if the opportunity arises again that the Tampa manufacturers will settle the question of their right to use machinery once and for all. Mechanical devices are the marks of an economically operated factory and of a progressive manufacturer.

Philip Morris & Co. Purchased By T. P. Corporation

The Tobacco Products Corporation, it was announced on February 14, has contracted to purchase the business of Philip Morris & Company, Limited, of New York. The business will be taken over by a new company to be organized under the laws of Virginia, with an authorized capital stock of $3,000,000, consisting of 300,000 shares, all of one class and of $10 par value.

Two hundred and sixty-five thousand shares of the stock of the new company will be issued to the Tobacco Products Corporation for $4 a share to be paid in cash, which will give the new company a paid-in capital of $1,060,000.

The Philip Morris business will be conducted by the new company as a separate organization. Two hundred and fifty-six thousand shares of stock of the new company will be offered for subscription by the Tobacco Products Corporation to its preferred and common stockholders pro rata; that is, one share of new Philip Morris stock for a share of the Tobacco Products Corporation, preferred or common, at $4 a share.

Is The Customer Always Right?

By Frank Farrington

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FROM the policy of "Let the Buyer Beware!" merchants have changed until now there is a very general adoption of the policy representing the other extreme, "The customer is always right."

Just because the former policy was conceded to be wrong, it was assumed that the latter would be right, and managers of businesses of all sizes, from the corner grocery up, have hastened to assure the public that they consider the customer always right.

But is the customer always right? Isn't the ideal position to be found somewhere between the two extremes? We say that the policy of *caveat emptor* is wrong, and yet we write and print pages advising the buyer to use caution in his buying, to see that he is not imposed upon. In other words, in one breath we say that "Let the buyer beware!", as a principle is a back number in business and that no reputable house clings to it, and in the next breath we tell the buyer to do all the things implied in that warning.

No doubt *caveat emptor* as a policy is a failure, but it still applies to buyers. They should still beware. They should be watchful because sellers make mistakes; because there may be honest misunderstandings; because there are still unscrupulous people engaged in business in spite of the fact that many of them have been eliminated. It is good business to look out for your own interests as a buyer and to watch for infringements upon your rights.

Caveat emptor! then, while a poor motto for the seller, is a good motto for the buyer.

But *is* the customer always right? Not by any means. The man on the buying side of the cigar counter is just as likely to make honest or dishonest mistakes as the man on the selling side, more likely, since there are more of him, and because his system in buying is less well organized than the salesman's system of selling.

The store that assumes the policy of "The customer is always right," assumes what it ought not to assume—the responsibility for the mistakes of the buyer. It should be enough for any cigar dealer to carry the load of his own and his employees' mistakes and occasional dishonesty without adding the burden of the mistakes and dishonesty of the public.

It may be a mistake to assume that there are dishonest men among our patrons, but we might as well admit it because we know it is true. There are dishonest men in all classes.

We take out fire insurance to protect ourselves against what we know to be exceptional. We expect no fire and yet we pay for the fire loss that may occur. We hedge our business about with system for protection against exceptional mistakes. We make our rules and methods to fit what we feel may happen. Then we turn around perhaps and adopt a policy, "The customer is always right." Is the exception so rare that we can afford to ignore it?

I speak of this, not because I want to say that the dealer makes a mistake in assuming the customer to be always right, but because I think it is worth while considering the matter before unthinkingly adopting a policy going so far to one extreme.

Since we admit that the customer really is not always right, the question becomes one of whether we can afford to take the chances of the times when he is wrong. If the customer wrongs us in the matter of a sale involving only a small sum, we can afford to take the loss, right or wrong. But when it is a matter involving many dollars, then it is different. The temptation to make a dishonest claim is greater with higher values. To allow an unfair claim of ten dollars is to take a large unnecessary loss.

If we adopt the policy of admitting whatever claims the customer sees fit to make, and if we settle them at their face value, we shall be submitted to inevitable losses. Such losses add to the expense of conducting the business. Any increase in expense must be taken care of by adding to the selling price of the goods that stay sold. In other words, the customer who makes no claim, who returns no goods, is called upon to pay for the expense incurred in settling the claim of the other fellow.

There is a kind of customer classified as a kicker. These men make a claim for a rebate at every opportunity. Even those who make no technically dishonest claim, by everlastingly claiming and insisting, get more than their rights. We humor them to avoid trouble. We honor their claims to hold their trade.

The business of such men is expensive to retain. As customers they add materially to the cost of doing business. The addition they make to the cost is paid for in slightly higher prices, and the man who never complains, who is never a kicker, pays a large proportion of the expense of carrying the man who does kick. It is the same thing we find in the store where the cash customers have to pay prices made necessary by the expense of carrying the slow-pay men.

It seems as if the kicker gets advantages by his kicking that the good-natured customers miss because they don't complain. We pay the kicker for his kicking and we charge the good-natured man for being good natured.

The question of where to draw the line between "The customer is always right," and "Some customers are wrong," is a difficult one to answer. In most cases this merely amounts to a question of how broad to make the guarantee that goes with the product.

The guarantee that is hedged about with too many restrictions is not worth anything. If the buyer takes note of it, he regards it as something intended to let you out of making good. The guarantee that makes no restrictions will be too expensive to maintain under all conditions.

It seems as if the happy medium would be some such policy as will protect the dealer against unfair claims and yet give the customer protection against imperfect goods. Such a guarantee ought to promise reparation for any imperfection in the goods, but it should call for intelligence on the part of the pur-

chaser who must not expect the impossible. A pipe that might be warranted for a year of proper use, might not be satisfactory for a third of the time, if misused. A box of cigars you knew to leave the store all right, if dropped on the pavement on the way home might be opened in bad condition.

I believe the store's guarantee of its goods ought to cover imperfections. The goods should be placed in the customer's hands in perfect condition, and the customer ought to be shown their perfect condition if they are cigars or tobacco. If pipes, cigar or cigarette cases or holders or other things are involved, there should be something said about the possible ways in which misuse, use or neglect may cause them to deteriorate or be injured.

This is where the salesman comes into the matter of store policy, and demonstrates himself a high-class salesman or only a man handing out goods.

The salesman should take pains to see that the customer knows the goods are all right when he takes them, and that he understands what will injure or depreciate them. The attitude of the man who makes the sale goes a long way in emphasizing the conditions which will give just cause for a complaint or claim.

If the customer is made to understand to what extent you guarantee your goods and if he acknowledges the receipt of them in good condition, he is not likely to misunderstand the situation and he realizes the position he puts himself in if he makes an unjust claim.

The best kind of a guarantee or policy, I believe, is one that is based on an expressed willingness to make right anything that is wrong on account of the shortcomings of the manufacturer or retailer, anything that is caused by what happened before the customer got the goods. If the customer is made to understand perfectly what it means for him to be right and for the goods to be right, then there is going to be little trouble with false claims from that man, if he is honest, and if he is not honest, a little watchfulness will catch him at it and you needn't do business with him again.

The Trade-Marked Brand And The Trade Paper

EVERY manufacturer or seller who advertises should realize the importance of adopting a trade-mark. Of course, this applies only to the advertiser, for the non-advertiser will not benefit by using a trade-mark unless he has vision enough to know the value of advertising. The demand for an unadvertised product will not increase simply because it has a trade-mark. It is advertising that brings that trade-mark to the buyer's attention and keeps it there. And trade paper advertising must be used first to gain the desired distribution of the product.

The advertised trade-mark is the first one to be thought of by the buyer. Advertising gives it prestige and makes a place for it in the business world. The average buyer is familiar with practically all the advertised brands of goods that are used in his business. It is quite natural for him to buy the articles that are advertised, because the unadvertised article is not brought to his attention. When he reads his trade paper, as the successful business man does, he will remember the various features of the advertised products and he will order them when he is in the market.

The seller of the unknown and unadvertised brand must establish his identity and the merits of his product every time he calls to make a sale. He must do this over and over, to every individual buyer. Such a process is not only slow and inefficient—it is wasteful. Contrast this with the method employed by the advertiser who reaches every possible buyer in his field through a judicious use of trade paper advertising. He doesn't come around to the buyer once in four or six months to beg for business. He keeps his goods and trade-mark before the buyer all the time. He talks to him week after week and month after month through his advertising in the trade papers. What is the result? Instead of begging for business he creates a demand for his product. He sells his goods while the competitor who does not advertise goes around from buyer to buyer, asking for just enough business to keep his plant going.

Furthermore, the advertiser can very well maintain his prices in the face of competition, while the unadvertised brand must frequently be sold at a much lower price. And this is true even though the unknown brand may be more costly to produce owing to small quantity production and inefficient methods of selling. The production costs of the advertiser are usually lower per unit than those of the other man. The reason for this is to be found in the fact that the advertiser produces in larger quantity.

The trade paper is the first medium to be considered. Through it you will be able to reach 100 per cent. of the trade. Every reader is a buyer. It covers the whole market. The largest national advertisers know this and as a result their trade paper advertising is arranged for first and the advertising in general publications afterwards.

One producer whose trade-mark is known to every buyer in certain lines of business achieved his success through liberal trade paper advertising. He said, "We always print our trade-mark big, because it plays such a big part in the success of our business." Another advertiser said that the value of his plant and equipment was less than $100,000, while the value of his trade-mark was more than ten times that amount. And that value was created by advertising constantly and consistently.

(Copyright, 1919, Ralph H. Butz.)

United States Cigars Approved For U. S. Army
Yo! Ho! Ho! And A Bottle Of Grape Juice

We help to pay the Navy
And two hundred thousand Tars,
But they send 'em down to Cuba
When they want to buy cigars.

WELL, the cigar manufacturers can cheer up a bit for no orders have been issued yet for the Army to spend the winter months in Cuba so that they can get their cigars from the Havana factories F. O. B. Q. M. C. without revised statutes or rulings extraordinary.

In fact, the preference of the A. E. F. and the cantonments in this country for cigars made in the good old U. S. A. reflects no little merit on the part of certain of our cigar brands.

Late in January the War Department issued orders for upwards of seventeen millions of United States cigars, and more than thirteen millions of them were for Class C goods.

The orders have recently been approved by the War Department Board of Review and we append the list of brands and quantities.

50,000	Cuesta Rey Regalias.
50,000	Cuesta Rey Londres.
100,000	Na-Bocklish.
100,000	Feifer's Union Londres.
100,000	Feifer's Londres.
100,000	Marie Antoinettes Bon Ton.
150,000	Charter Londres.
150,000	Mozart Bouquet.
100,000	Mozart Blunts.
150,000	El Dallo Straights.
150,000	Brown Beauty.
150,000	F. & D. Perfectos.
100,000	Quincy Londres.
300,000	Sight Draft.
150,000	El Materio.
750,000	Counsellor Rothschilds.
250,000	El Tello Perfectos.
400,000	Henrietta Admirals.
600,000	Henrietta Perfectos.
200,000	7-20-4.
750,000	Chas. Denby Londres.
1,500,000	San Felice.
1,150,000	El Verso Adjutants.
550,000	El Verso Perfectos.
1,250,000	Muriel Progress.
250,000	Muriel De Luxe.
250,000	Muriel Rothschilds.
400,000	El Roi-Tan Longfellows.
500,000	El Roi-Tan Breva Chicas.
250,000	El Roi-Tan Ambassadors.
300,000	Chancellor Sublimes.
300,000	Preferencia Knickerbockers.
250,000	Preferencia Club House.
2,675,000	Owl Londres.
1,000,000	Little Bobbie.
600,000	Robert Burns Bouquet.
900,000	Robert Burns Invincible.
50,000	Robert Burns Epicures.
100,000	Robert Burns Longfellows.

The War Department tries to meet the demands of the men from the different sections of the country for their favorite cigars and hence the participation in this particular order (or such of it as we have received) of nineteen factories.

But take note that the national sellers, the advertised brands, predominate.

Meanwhile ships of the Atlantic Fleet, contemptuous of the splendid clear Havanas and other cigar types made in the United States, are gliding into Guantanamo Bay and preparing to load from the Department of Accounts and Supplies there several millions of Cuban-made cigars.

In the majority of the sizes purchased the United States manufacturers will concede no superiority. In the question of price, size for size, the failure of the Government to protect its own industries by adequate rulings and revised statutes makes it impossible for the United States brands to compete.

The advertising value attached to the brands smoked by the A. E. F. is enormous. It would be enormous in the Navy if the Government would make it possible to have United States brands smoked there exclusively.

It is scarcely believable that the majority of the present personnel of the Navy demand Cuban cigars. There is no excuse for the continuance of this traffic when the United States manufacturers are able to take care of it. It may be necessary and wise for them to bring Cuban cigars North to smoke this summer and autumn, but the evidence is lacking.

If, as is claimed by the Secretary of the Navy, the Government is interested in the men of the Navy getting their cigars as cheap as possible and as good as possible, it might be worth while thinking about relieving the cigar manufacturers who supply the Army and Navy of the burden of duties and internal revenue and of encouraging home industries. Cuban cigars sold the Navy are permitted to escape these taxes.

Tampa manufacturers of clear Havana goods buy their tobaccos in Cuba as cheaply as do the Cubans themselves, grade for grade and type for type. The workmanship is about the same. The overhead may be higher in Tampa, but aside from that only the duty on the raw leaf and the internal revenue constitute the difference in cost. As far as the selling price goes Cuban factories might get a little longer profit. As far as quality goes the leading Tampa manufacturers will not concede the point.

Because the rank and file of the Army and Navy do not have a great amount of money to spend, cigars should be furnished them as cheaply as possible. We agree thoroughly with the Secretary of the Navy on that point, but we feel that the Government should concede something.

The concessions should consist of a trial by the Navy of the leading clear Havana brands of the United States with a drawback on the imported tobaccos and an allowance for the internal revenue.

The orders for the cigars for the Atlantic Fleet for delivery at Guantanamo Bay should be cancelled. The Navy smoked United States cigars for more than a year and apparently has survived in good shape besides doing its "work on water."

The next thing we know some one in Washington will want to get some of the ships of the surrendered Hun fleet and send them down to Cuba for cigars for the Army. Then they can distribute the ships around in different ports and the regiments can take turns bunking on the boats in order to get their share of the smokes, as the cigars cannot be taken off the ship, "according to Treasury Department rulings."

Why should not the Government help the United States cigar manufacturer to get the widest distribution possible for his brands and at the same time to place quality cigars of every type and blend in the hands of the men of the Army and Navy at the lowest possible price?

Tobacco Products Export Corporation

On February 20 the incorporation at Albany, N. Y., of the Tobacco Products Export Corporation was announced by the promoters of the new company. The corporation will take over all the foreign property and rights of the Tobacco Products Corporation, together with the foreign rights on all its brands of cigarettes. The new company will establish headquarters and selling agencies in every country of the world, and machinery to establish three new factories is now bound abroad. Three factories are already in operation.

The capital of the export company consists of $1,000,000 of 8 per cent. cumulative preferred stock, $100 par; 88,000 shares no-par common "A" stock and 40,000 shares no-par common "B" stock. Reuben M. Ellis, vice president of the Tobacco Products Corporation, has been elected president of the new company. Other officers include Gray Miller, vice president; J. B. Jeffress, Jr., treasurer; William A. Ferguson, secretary. The directors, in addition to the officers named, are: George L. Storm, J. M. Dixon, George J. Whelan and L. B. McKitterick.

Wisconsin Tobacco Growers Organize

SOUTHERN Wisconsin tobacco growers have banded together and formed the Rock County Tobacco Growers' Association as one of their steps planned to get their price for the tobacco which they have raised and which is still unsold. After listening to a lengthy address by J. N. Tittemore, president of the Society of Equity, it was voted to form the association and to go on record as fixing the minimum price for their product at thirty cents a pound.

"If you growers fix a price on your tobacco then hell will be to pay with the trusts. Did you ever stop to think that forty-two per cent. of the raw material for manufacture comes from the farmers? When you come to sell your tobacco set a price on it the way retailers in the city do," said Mr. Tittemore. He further stated, "Some of you farmers may not care about organizing because you have a contract for your tobacco, but let me tell you something—you will get skinned even if you have a contract."

"That stuff about Brazil dumping a lot of tobacco in this country is all bunk and it is a good thing we nailed it here," said one of the growers before the meeting.

Suggestions were made by various farmers present as to plans which should be followed by the growers to get their price for the crops. A plan of renting warehouses to store the tobacco in so that it could be held for eastern buyers was suggested. It was thought that by organizing all the growers in southern Wisconsin the tobaccco could be sold in five thousand case lots.

The meeting was an outgrowth of the enmity between the growers and the warehouse owners. A large share of the tobacco in this section of Wisconsin is still unsold and is being held by the farmers because of the lack of buyers. The farmers set high prices on their crop and as a result the market for their product was small.

V. E. H.

Two of the advertisements appearing in general magzines that reach more than 30,000,000 people every month.

Figure Your Playing Card Profits!

SIT DOWN, you dealers who have displayed playing cards and given them some merchandising attention and total up the profits you have made on the line since say last September. How does it balance up against the amount you have invested in playing cards? We'd be glad to know the result. Send it in.

BICYCLE PLAYING CARDS

CONGRESS PLAYING CARDS

earn more profit on the amount invested in the stock than almost any other line most dealers carry. And no line is easier, simpler to handle, or more free from risk. Playing cards deserve their turn at the display window and mention in the newspaper advertising.

National advertising of these two famous brands kept up year after year is constantly expanding the field of card playing, increasing the volume of sales and speeding up the turn over. It is making more and more people ask for Bicycle and Congress cards by name. Everybody knows them and accepts them without question. An argument is never necessary to sell them—it may be to sell other brands.

Write us for window and counter display material.

THE U. S. PLAYING CARD COMPANY
CINCINNATI, OHIO WINDSOR, ONTARIO

Department i

The Open Season For The Tobacco Industry

There was an old rascal named Shay,
Who was ninety years old to a day.
For eighty years, nearly,
This man smoked sincerely,
Which made him look wrinkled and gray!
—"Exchange."

On February 14, at Topeka, Kan., the first bill presented by the first woman legislator of that State, was to prohibit smoking in public eating houses. It passed.

The Biddeford (Me.) "Record" says: "Nobody with a thimbleful of brains believes that there is the slightest danger of a prohibition law of the kind suggested." If tobacco prohibition works like whiskey prohibition does in Maine, nobody with a thimbleful of brains will believe that it amounts to much.

The Christian Association of the University of Pennsylvania which took up a collection to send pipes and tobacco to the soldiers abroad, has issued pamphlets stating that tobacco is injurious to students, and stating that nonusers shoot more accurately. As ninety-five per cent. of the soldiers used tobacco, the other five per cent. must be the sharpshooters.

The New York "Telegraph" says of the antis: "Their campaign for a Constitutional amendment forbidding the use of tobacco has been somewhat confusing in connection with one of a decidedly opposite character which has been conducted for the benefit of our boys in khaki on the other side. It is but such a short time ago that we have been lending a willing ear to the pleas for 'smokes for soldiers' that it is hard not to feel a sad irritation over the babel now being made by these self-appointed reformers."

On February 18, at Philadelphia, according to the "Record": "Having killed the demon rum, Rev. Clarence True Wilson yesterday appeared before the Methodist ministers in Wesley Hall and began a new crusade to exterminate the tobacco evil. After expressing his joy on the adoption of the prohibition amendment, he said the action of the Government was a clear proof that the people of this country were amenable to all sensible reforms. While the iron was hot, he said, other necessary reforms should be introduced which would gradually make this great nation a pride to the world and an example for all other peoples to imitate. Beginning with tobacco, the speaker said there should be a nation-wide reform which was second in importance only to the extinction of intoxicants. He charged the Young Men's Christian Association, the Red Cross and other organizations with having furnished cigars to the men in the service to further the interests of the Tobacco Trust, with which they had some sort of an agreement. The Cigarette Trust also came in for a share of the blame."

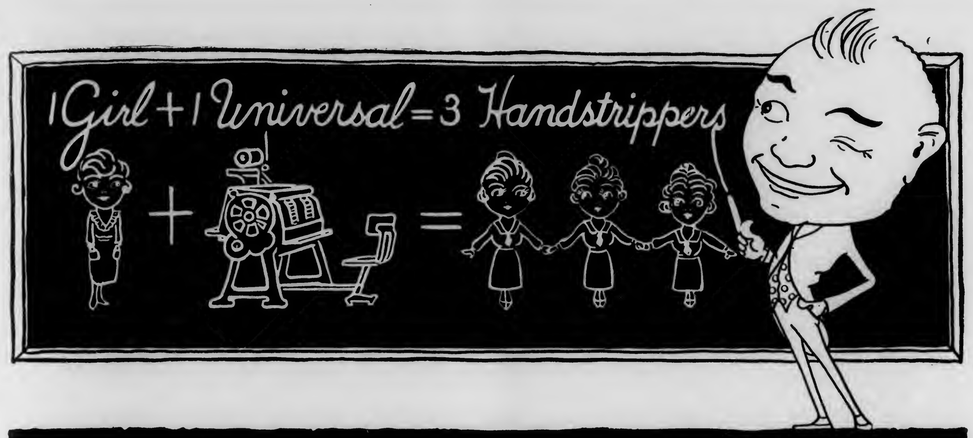
Following the liquor prohibition amendment, and the coming tobacco amendment, we would suggest a wire fence between the sexes at bathing resorts; forbidding the turkey-trot, bear-hug, fox-trot and jazz music in dancing; preaching sermons more than twenty minutes long; volunteer choirs in churches; religious organizations engaging in trade and marriage of people under thirty years of age, if at all.

The Pittsburgh "Post" says: "The worst enemies of prohibition today are those who are abusing its victory by meddling in other personal matters. At least time should be allowed for the country to become accustomed to the new law before starting another crusade of the same nature. The law will be difficult enough at best to enforce in some districts without adding to its troubles by taking it as an inspiration to meddling."

The Baltimore "Sun" says: "Anti-cigarette leagues have been formed in several States, among them Ohio, and the number is growing. Consequently it will not do to laugh at the anti-cigarette movement, for no man can tell what may come of it. Perhaps all forms of tobacco may be included; and there is the woman vote to be reckoned with. This menace, however, might be offset by including face powder upon the prohibited list. We have been told that the world has been made safe for democracy. So it seems, but it likewise has been made mighty uncertain. Who can divine what is coming next?"

The Des Moines "Capital" says: "A proposition is now pending in the thirty-eighth general assembly to license the sale of cigarettes to men above twenty-one years of age, and then to attempt to prohibit the sale of cigarettes to minors entirely. The case is far enough along in Iowa to make it evident that the cigarette is too thoroughly established to be totally prohibited. The cigarette is regarded as a nuisance by those who do not smoke, and it must be a regular joy to those who do, inasmuch as they stick to it under all circumstances and at all times and places. However big a nuisance it may be, it is not a nuisance to the majority. The present Iowa law is a failure and it is entirely rational to try something else."

The Buffalo (N. Y.) "Times" says: "It is time for the smokers to sit up and take notice. It appears to be the settled determination of the conclaves which, not happening to have a taste for the philosophical weed themselves, think that others have no business to cultivate it, to make tobacco the next target for sumptuary legislation. The scheme is nothing less than to wipe out tobacco, root and leaf. . . . Meantime, while so far as the anti-tobacco crusade has disclosed its maneuvers at all, there has been a general disposition not to take it seriously, we warn the smokers that it will become serious unless they wake up, organize, insist on being heard, and stand on their rights. The burlesque quality of a possible Nineteenth Amendment tabooing tobacco, should not blind the public to the fact that farce may become dangerous."



Let The "Universal" Cut Down Your Weekly Pay Roll.

Speed up production. Cut down overhead. Eliminate waste. Turn out a better product. These are the vital necessities of the progressive cigar manufacturer.

One "Universal" does the work of three hand-strippers. If you are employing 2 or more hand-strippers install 1 or more "Universals" and cut down your Stripping Department payroll. Furthermore, the "Universal" increases the production of your cigar makers from 35 to 50 cigars a day. It helps turn out a better made cigar. It effects a big saving from start to finish.

Why do about 1000 manufacturers strip their wrappers, binders and large fillers with the "Universal?" Because it is a proven out investment that quickly pays for itself in the labor and material it saves.

See the "Universal" at work with your own tobacco and in your factory. No obligation involved in asking us to show you. Write for a demonstration to-day.

Catalogue and Price List on Request

UNIVERSAL TOBACCO MACHINE CO.
79 FIFTH AVENUE, NEW YORK
Factory: 98-104 Murray Street, Newark, N. J.

15c

"Home, Sweet Home"

"Those boys didn't know what retreat meant. And, pep! Say, every mother's son charged as tho' he was the whole American Army. It was the proudest moment of my life."

Our home bound boys will have a "Welcome" echoed a hundred million times.

Bring out all the good things; the friendly, mellow VELVET—so rich in the flavor and mildness that only Nature's two years' ageing can give, and let their pipes whisper "HOME, SWEET HOME" to them.

Liggett & Myers Tobacco Co.

Write to Velvet Joe, 4241 Folsom Avenue, St. Louis, Mo., for his 1919 Almanac. He will send it FREE.

CHINNING WITH THE DEALER

SAID a smart Philadelphia dealer the other day, "I made some good money last year, but I believe that if I put $1000 back in the store I can double it this year." And we asked how. "By putting in a set of fixtures and show cases that will knock your eye out. Cases full of goods in plain sight not only impress the transient with the variety of your products, but they encourage box trade. These little cases here," he said, pointing to a bank of small glass-enclosed shelves, "brought me $2000 more in box trade than I did in 1917."

Many dealers overlook very important factors that help to produce permanent customers from transients. A good display of stock is one item, and having the goods in first-class condition is another.

***

THERE are plenty of cigar dealers who sell less than 150,000 cigars a year. There are great numbers of them who sell more.

We have in mind a dealer who sells about the above-mentioned number but he seldom has a cigar for sale that is in first-class condition. The reason is that he is continually buying aspiring cigar brands in quantity lots to get an additional discount. He has no facilities for keeping these cigars in condition and consequently he is always selling old stock.

It seems to us that many cigar manufacturers overlook the fact that if the dealer has a call for a certain brand he will continue to sell it. There is no need for urging him to buy in quantity lots. If the goods are moving his four or five orders in two months will mean just as many cigars as one big order, which means a loss to the manufacturer.

Without any other consideration the fact that a popular brand goes to the consumer dry as punk and absolutely devoid of aroma, hurts the brand with the consumer. That means lost sales. Then again the additional discount to the dealer should not be necessary, for if it takes two months to sell an order of a thousand cigars the manufacturer is better off from the standpoint of the consumer's good-will if he sells the dealer four orders of two hundred and fifty each in the same period.

And in addition the manufacturer allows this discount on the quoted price of the goods, which includes such costs as duty on imported tobaccos and internal revenue, both of which must be paid cash by the manufacturer.

The business methods of manufacturers, generally, have greatly improved in the past eighteen months, but there is still room for improvement, and particularly when the improvement means dollars and cents and brand prestige to the manufacturer.

IF the 600,000 retail cigar outlets of the country were organized to any considerable extent it is quite possible that sufficient pressure might have been brought to bear to induce Congress not to levy a floor tax equal to the full amount of additional revenue. As long as dealers in cigars continue to look upon competitors as deadly enemies, just so long will it cost every retailer that much more to conduct his business. A full floor tax for the dealer is certainly not necessary and ought never to have been written into the revenue bill. But until the time when each branch of the industry can present an unbroken front in protest against such acts, so long will these things continue.

***

THE retail trade, generally, has long since passed up the idea that it can make a million dollars with a good brand of nickel cigar. Even the consumer views a nickel cigar today with suspicion.

There is no better proof of the fallacy of the little five-cent cigar than the experience of a number of manufacturers whose brands are nationally known. When the retail price had to change from five cents to six cents some thought that they could put out a small size of their standard brand to sell for a nickel. It did not take thirty days for them to find out that such a cigar could not be made profitably and still maintain the quality. There is no standard brand today, formerly selling at a nickel, that has a nickel size cigar on the market. If it could be done the manufacturers who make from 50,000,000 to 100,000,000 would be the ones who could do it.

***

SOME dealers have given salesmen the impression that they know of manufacturers who are going to absorb the new revenue tax. Investigation has proven that no manufacturers of standard brands anticipate doing any such thing. To begin with it is an impossibility. Further reasons are not necessary.

Probably the wish was father to the thought, but we have not as yet heard of any manufacturer who anticipates assuming the additional Class B tax of $2 per 1000. Manufacturers are working higher-priced tobaccos than ever before, and six months hence some will begin working tobaccos even more expensive than those being used now.

Profiteering in the cigar and tobacco trade lies not with the manufacturer, or jobber, or regular cigar dealer, but rather with café and hotel trade, if at all, where it is a question of paying the price if you want to smoke.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

LEAF MARKET JOTTINGS

IN Lancaster County the Lancaster County Tobacco Growers' Corporation elected Jacob Bowman manager and leased his warehouse. He is a well-known local packer. The corporation is paying prevailing market prices which have risen slightly since it was organized. It is capitalized at $100,000 and the sale of the stock is limited to tobacco growers.

It is estimated that about one-fifth of the crops has been sold, the bulk at prices ranging from 12 to 15 cents, or according to other reports, from 10 and 3 to 16 and 5 for medium and some fancy crops have sold at 17 cents. A packer who is buying for export has secured a considerable quantity, at 11 cents, but the quality is stated to be low.

It is said that offerings of the 1917 crop are being made at from 35 to 38 cents. Forty cents was formerly refused by sellers who wanted 50 cents, and a jobber who refused 35 cents for cuttings in November, has accepted 18 cents.

The York "Dispatch" quotes two sales in York County at 13 and 4 cents and 12 and 4 cents, with the names of the sellers and buyers, and that on February 12, 247,326 pounds of tobacco were delivered by farmers to the Meads Tobacco Company at Red Lion at an average price of 11½ and 3½ cents per pound, and future deliveries will be made every ten days.

Such a movement in York will be likely to start Lancaster and, notwithstanding all plans to hold the crop, well-informed people are looking for a drive.

***

In New England, the most sensible idea that has come recently out of that centre of intellect is a proposition to advertise, and let people know the value of the tobacco products of the Connecticut Valley; and if they do, what should they advertise in but in the Tobacco Trade Journals. The usually wide-awake Yankees have overlooked a good proposition.

The formation of numerous county and district holding companies may or may not prove advantageous to the growers, according to the co-ordination among them. Co-operative selling is most generally broken up by individual sales.

For instance, the Enfield association fixes a minimum price of 50 cents a pound, but members who do not believe their tobacco is worth that price, may sell at whatever they can get if they notify the officers of the association, who will examine the crop. Some chance for the bars to come down.

Sales are reported by individual farmers at 35 to 36 cents in the bundle. The growers say that if they do not dispose of their product by April they will have to pack it and stem it, at considerable expense, but they must get 35 to 40 cents to register a fair profit.

The prohibition tobacco growers who voted for a dry amendment because they thought it would increase the use of tobacco, now have something to wake them up.

***

In Wisconsin it is the same old story. Formation of county organizations, which fix a 30-cent price and reports of considerable tobacco being taken over by dealers around the 25-cent mark, and a much larger amount at smaller figures. Most of the large operators are standing squarely by their contracts. There are quotations from the southern districts of 17 cents.

The "Wisconsin Tobacco Reporter" says: "The market price of cigar cuttings has always been a determining factor in fixing the price of low grades for stemming purposes. When cuttings were high and hard to get stemming goods advanced in price. At times during the war cuttings touched close to 40 cents and stemmers were paying for Wisconsin low grades as high as 18 cents a year ago. Cuttings are now selling around 21 cents and on this basis stemming leaf would be worth in proportion 10 to 12 cents. We learn some contracts have been placed with packers for their low grades at these figures that will help establish a price for the present crop of stemming goods."

***

The Kentucky smile grows, for foreign buyers are bidding high and the market continues strong. At Carlisle the highest price was $93 a hundred; at Carrollton, $85; at Frankfort the average was $33.76, with several crops going over 70 cents. At Huntingdon the average was $45 a hundred. These averages run through the reports from Lexington, Maysville, Paris and Shelbyville.

Bowling Green quotations on a half million pounds of dark tobacco were: Dark leaf, $10 to $23; lugs, $10 to $18; trash, $9 to $17. Maysville so far has sold more than 16,000,000 pounds. A hogshead of burley sold on the Louisville market last week for $80 a hundred pounds.

The Paducah "Sun" says that reports from all parts of the State indicate tobacco-hysteria, with farmers preparing to dig up every available acre for tobacco growing, but warns the growers that food crops may be an equally good or better investment. Advice does not go far when one farmer from Harrison County made almost enough out of a tobacco crop he sold at Lexington to pay for his farm, which he bought last year, and counting what he had sold on the Cynthiana market, he made nearly a thousand dollars more than the cost of the farm. He bought the farm for $3400 and sold his crops of tobacco for $4234.37.

GENUINE "BULL" DURHAM TOBACCO

Make Cigarettes Machines Can't Imitate

"ROLL YOUR OWN"

NO group of words, few or many, have so insistent, so patriotic, so natural an appeal to smokers these days as—"Roll Your Own."

Full of snap and capable independence, these three words voice *"America's ultimatum"* to cigarette smokers everywhere.

They are an economic *command.* "Rolling your own"—saves labor. It suggests the American's personal ability to do things for himself.

It means—you can roll for yourself, with your own hands, the *mildest,* the *most fragrant,* and the *most economical* cigarette in the world.

Guaranteed by
The American Tobacco Co.
INCORPORATED

Leaf Imports Increase

Washington, D. C.

STATISTICS of the year's imports of leaf tobacco, compiled by the Department of Commerce, show a great increase in 1918, both in quantity and value, as compared with preceding years. Imports of leaf suitable for wrappers amounted to 7,362,835 pounds, valued at $10,440,558, as compared with 5,393,862 pounds, worth $7,096,788, in 1917 and 5,881,550 pounds, with a value of $8,519,862, in 1916. Imports of all other leaf last year totaled 76,201,015 pounds, worth $41,674,442, against 52,565,963 pounds, with a value of $26,374,966, in 1917, and 43,591,319 pounds, valued at $18,336,233, in 1916.

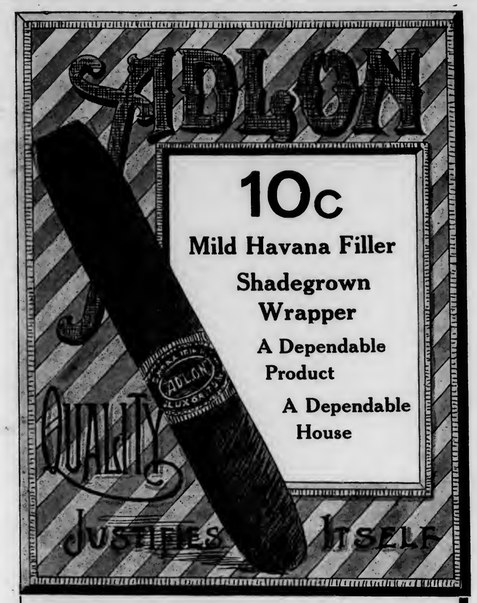
Practically all of the increased imports of wrapper leaf came from the Dutch East Indies, whose exports to us jumped from slightly more than four million pounds in 1917 to seven million in 1918; no tobacco was imported from the islands in 1916. Greece and the Dominican Republic secured the big increase in imports of other leaf, exports from both those countries last year being nearly a hundred per cent. greater than those of the preceding year.

The following tables show in detail the imports of leaf tobacco during the calendar years of 1917 and 1918:

	1917 Pounds
Wrapper leaf:	
Netherlands	720,338
Canada	49,965
Cuba	118,035
Dutch East Indies	4,444,769
Other countries	60,755
Other leaf:	
Greece	9,027,925
United Kingdom	95,860
Mexico	279,066
Cuba	21,642,466
Dominican Republic	10,094,173
Other countries	11,426,473
1918	
Wrapper leaf:	
Netherlands	1,315
Canada	80,081
Cuba	157,408
Dutch East Indies	7,034,251
Other countries	89,780
Other leaf:	
Greece	17,496,045
United Kingdom	2,258
Mexico	278,144
Cuba	20,490,954
Dominican Republic	18,953,663
Other countries	18,979,951

C. L. L.

State Senator Oliver Kline, of Indiana, received a long letter from a resident of his district requesting a law prohibiting tobacco users from being public officials. The communication was referred to the committee on swamp lands and drains.



44 Cigar Co. Inc. Philadelphia

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

MAPACUBA
CIGARS
THE ALL-DAY, EVERY-DAY SMOKE
A Lightning Seller!
Every smoker of 10 cent Cigars can be made a REGULAR Mapacuba customer. That means *new* and *regular* profits for *you*. Strongly advertised.
Manufactured by **BAYUK BROS. CO.** *Philadelphia, Pa.*

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

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New York Offices, 5 Beekman Street

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Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

MOLDS, REGISTERED LABELS AND BANDS for sale. Jos. H. Beck & Co., 240 N. Fourth Street, Phila., Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

WANTED—COMPETENT ASSISTANT PACKER FOREMAN; good opportunity for advancement. Address General Cigar Company, Incorporated, 119 West 40th Street, New York.

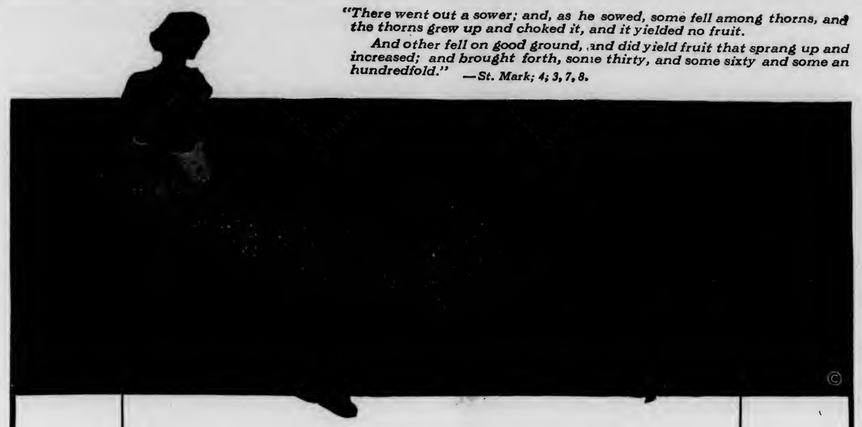
BUSINESS OPPORTUNITY

I have a new sanitary smoking pipe, which is likely to become a fad. Want to have same manufactured on a royalty basis. I am using practical model, which I will exhibit at interview. Charles Meissner, 4841 Melrose Street, Frankford, Phila., Pa.

TOBACCO OF RHODESIA

The report of the Tobacco Company of Rhodesia and South Africa for the year ended June 30th last states that profit was £20,237, and the amount brought forward £5113, together £25,350. The directors recommend a dividend of 10 per cent. for the year, less tax, leaving to be carried forward £20,482. Up to the present the right to take up 30,000 acres of land has been exercised to the extent of 21,053.40 acres. The selection of the balance of 8946.60 acres adjacent to the Glen Somerset Estate is in progress. During the season 1214 acres were cultivated, against 1039—683 under tobacco and 531 under maize and general crops. The 683 acres yielded approximately 94,800 pounds of Virginia and 55,800 pounds of Turkish leaf. Owing to the very heavy rains experienced during the growing season, the crop of Virginia tobacco was light but of good quality, and consists largely of bright leaf. The Turkish crop was slightly under that for the 1916-17 season, but the quality is reported to be better than last year. This leaf has all now been cured and graded, and is ready for sale. It is hoped to increase the acreage under Turkish tobacco for the current season by at least 50 per cent. at the Glen Somerset and Koodookop Estates. If the necessary skilled and native labor is available a still larger acreage will be cultivated under Turkish tobacco. The whole of the 1916-17 crops of Virginia and Turkish tobacco have been sold at satisfactory prices.—London "Tobacco."

"There went out a sower; and, as he sowed, some fell among thorns, and the thorns grew up and choked it, and it yielded no fruit.
And other fell on good ground, and did yield fruit that sprang up and increased; and brought forth, some thirty, and some sixty and some an hundredfold." —*St. Mark; 4; 3, 7, 8.*



Like the Parable of the Sower

some manufacturers do not use sufficient foresight to determine where their advertising seeds are sown, or where they fall.

They attempt to simply throw the seeds to the four winds — hit or miss — without regard for the thorny, or stony ground, or the waysides, where the seed is devoured, scorched or withers away.

The wise sower of advertising seed selects the good, fertile fields; and he, therefore, not only reaps harvests thirty, sixty or an hundredfold, but *saves much seed:*—and surely this is no time for waste of either advertising seed (dollars) or time.

When selecting the business fields which you want to sow and cultivate, don't scatter your seed — conserve it and plant where it will do most good;— where it will flourish, thrive and bear forth fruit in the form of increased business an hundredfold. Plant your advertising seed in

The Tobacco World
236 CHESTNUT STREET
PHILADELPHIA

Copyright 1918.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Market For Cigarette Paper

A CONSIDERABLE quantity of European and American cigarettes is sold in Central America, but the prices asked place them beyond the reach of the common people, who must content themselves either with the product of local factories or with cigarettes of home manufacture. The tobacco used in such cigarettes is raised locally, and, while not of high quality, is much cheaper than any imported tobacco could be after payment of duty. The paper used in the manufacture of these cigarettes comes from abroad, principally from Spain and France. A commission agent who has had considerable experience with the trade estimates the total importation into Central American countries and Mexico at between $400,000 and $500,000 per annum. The paper is of different colors, white, yellow, and various shades of brown being preferred. A brown, sweetened paper, called "canela," cinnamon paper, is particularly well liked. The kind used for rolling cigarettes in the homes is sold in reams; that used in the factories comes in bobbins of 1000 and 1560 meters length and 27 to 29 millimeters width. A sample of the brown paper used by one of the cigarette factories of Guatemala City has been submitted and a sample of similar French paper, preferred because of its finer texture. The Spanish paper sells for 6 pesetas a bobbin of 1000 meters f. o. b. Barcelona.

[The address of the factory referred to may be obtained from the Bureau of Foreign and Domestic Commerce or its district and co-operative offices by asking for File No. 40158. Samples of the French and Spanish paper used by this factory may be inspected at the Bureau or its district offices under the same file number.]

A St. Louis women's organization has announced a special war on the smoking of cigarettes by women. Before that war starts they had better see that their hair is pinned on tight.

The Tobacco World

Established 1881

Volume 39 March 1, 1919 No. 5

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Germany's Tobacco Substitutes

THE German tobacco trade paper, the "Suddeutsche Tabakzeitung" (Mannheim), is still going in wholeheartedly for advertisements of various leaves which are not tobacco, but which are used by tobacco manufacturers in Germany in substitution of the real thing. Beech tree leaves are sold by one St. Ströble of Stuttgart "waggonweise" (by the cartload). Aug. Chr. Steneberg, Barntrup, offers cherry tree leaves cut and dried, either taxed or untaxed. Purchasers provide their own sacks. Quite a pretty language of salesmanship is growing up around these wares. Thus a German who has 20,000 kg. of cherry leaves and 6000 kg. of walnut leaves to sell, calls them "schöne braune Ware, sauber verlesen" (fine brown goods, well selected). Some of the sellers of substitutes are somewhat reticent, and give no particulars of the composition of their specialties, which are simply known by a brand name. Thus "Bremer Roland" is described as a "Tabakmischware," or the best substitute for smoking tobacco. It is described as excellent in taste and burning quality. A packet of 70 grammes costs 95 pfennige wholesale and sells at m.1.20, which is about 25 per cent. profit. Other inventors of special smoking material describe their wares somewhat vaguely, but one method would seem to be to work up various vegetable leaves with a solution prepared from tobacco. One advertiser calls his specialty "Prima Tobacco Substitute," and says it is prepared with tobacco and weeds officially approved and taxed. Advertisers evidently have different ideas of the best mixture. For instance, one offers 500 cwt. of hazelnut leaves mixed with some walnut leaves. The leaves, continues the advertisement, are plucked while green, fermented, and then cut. Other firms are fortunate in possessing at least some tobacco and mix this with the other leaves. A Breslau firm offers a mixture of 20 per cent. pure tobacco and 70 per cent. cherry leaves fermented by the firm's own process and 10 per cent. walnut leaves. The announcement remarks that cherry and walnut leaves are undoubtedly the most reliable means of eking out supplies, and asserts that this had been already proved in peace time. The paper in which the advertisement appears has a good number of advertisements of tobacco workers, ex-Army men, who desire places. However, the foremen and others who advertise for factory jobs will have to learn all about the substitutes which the Germans are now using: for while they have been away doing their best with their ruthlessness the tobacco trade in their country has fallen on evil days.—"Tobacco" (London).

The Pittsburgh "Leader" says: "The formal launching—that is the official expression—of the national campaign to save America from the deadly ravages of the Tobacco Devil took place yesterday (January 31) from the precincts of Syracuse University. The directing paternal hand was furnished by Prof. Frederick W. Roman, of the department of economics. It was given support by a long list of temperance and anti-tobacco organizations. The professor is the author of the new movements text-book which was introduced to the world and—the fight is on."

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

MACHINERY and SUPPLIES
for Cigarette Factories
New York Cigarette Machine Co., Inc.,
25 ELM STREET NEW YORK, N. Y.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WILLIAM BREWSTER:—40,966. For all tobacco products. January 28, 1919. Petre, Schmidt & Bergmann, Philadelphia, Pa.

EL CONFICIO:—40,967. For all tobacco products. February 5, 1919. American Litho. Co., New York City.

LA DELTA FLORA:—40,968. For all tobacco products. February 10, 1919. Barton-Still Co., Clarksdale, Miss.

WHITE LION:—40,969. For all tobacco products. January 31, 1919. Pasbach-Voice Litho. Co., New York City. Trade-mark claimed to have been used by Richard C. Bondy, New York City, from whom title was derived by registrant by a transfer dated January 24, 1919.

EL PROFANO:—40,970. For cigars, cigarettes and tobacco. February 6, 1919. Tri-State Cigar Mfg. Co., South Bethlehem, Pa.

HONOR ROLL:—40,975. For cigars. January 24, 1919. Peter N. Jacobsen, Davenport, Iowa. Trade-mark claimed to have been in actual continuous use for a number of years by the Smith-Reimers Corporation, of Davenport, Iowa, from whom title thereto was derived by registrant by a transfer dated October 15, 1918.

VALLY VALLY:—40,977. For cigars, cigarettes, cheroots and tobacco. January 22, 1919. El Sidelo Cigar Co., Inc., New York City.

TAMPA SWEETHEART:—40,979. For all tobacco products. February 11, 1919. Pasbach-Voice Litho. Co., Inc., New York City.

DEACON BROWN:—40,980. For all tobacco products. January 7, 1919. Havana Production Co., Inc., New York City.

NEW WORLD:—40,981. For all tobacco products. January 17, 1919. M. Klatz, Milwaukee, Wis.

OLLIE MAC:—40,982. For cigars and all tobacco products. February 13, 1919. C. B. Henschel Mfg. Co., Milwaukee, Wis. Trade-mark claimed to have been in actual continuous use for several years by City of Straits Cig. Mfg. Co., from whom title thereto was derived by Wadsworth Campbell Box Co., of Detroit, Mich., and the latter company having transferred same to the C. B. Henschel Mfg. Co., Milwaukee, Wis., February 10, 1919.

T. R.:—40,984. For cigars only. January 10, 1919. American Litho. Co., New York City.

LOVELEE:—40,985. For cigars only. January 31, 1919. American Litho. Co., New York City.

TRANSFERS

MAJOUS:—33,986 (Tobacco Leaf). For Egyptian cigarettes. Registered August 28, 1907, by M. Gabbour & Jos. Gabriel, Brooklyn, N. Y. Transferred to Emile Berl, San Francisco, Cal., July 29, 1911. Re-transferred to H. Sutliff, San Francisco, Cal., August 9, 1916.

PAPPOOSE:—8057 (U. S. Patent Office). For cigars, cigarettes, smoking and chewing tobacco. Registered October 12, 1880, and **No. 85,871**, U. S. Patent Office, for cigars, cigarettes, chewing and smoking tobacco. Registered by Nicholas Kuhnen Cigar Co., Davenport, Iowa. Transferred by the Smith-Reimers Corporation, Davenport, Iowa, the successors of the Nicholas Kuhnen Cigar Co., to Peter N. Jacobsen, Davenport, Iowa, October 15, 1918.

ANNIE LAURIE:—9983 (Tobacco Journal). For cigars. Registered September 24, 1888, by N. Kuhnen, Davenport, Iowa. Transferred by the Smith-Reimers Corporation, Davenport, Iowa, the successors of N. Kuhnen, to Peter N. Jacobsen, Davenport, Iowa, October 15, 1918.

DULCE MARIE:—9829 (Tobacco Leaf). For cigars. Registered February 21, 1895, by N. Kuhnen Co., Davenport, Iowa. Transferred by the Smith-Reimers Corporation, Davenport, Iowa, the successors of N. Kuhnen Co., to Peter N. Jacobsen, Davenport, Iowa, October 15, 1918.

FREE LANCE:—6680 (Tobacco Leaf). For cigars. Registered July 5, 1892, by N. Kuhnen Co., Davenport, Iowa. Transferred by the Smith-Reimers Corporation, Davenport, Iowa, the successors of N. Kuhnen Co., to Peter N. Jacobsen, Davenport, Iowa, October 15, 1918.

VALLI VALLI:—39,610 (U. R. B.). For cigars, cigarettes, cheroots and tobacco. Registered March 11, 1916, by American Litho. Co., New York City. Transferred to El Sidelo Cigar Co., Inc., New York City, April 22, 1916.

EL TRIBUTO:—4806 (U. S. Tob. Journal). For cigars. Registered November 11, 1885, by Steinecke & Kerr, New York City. Transferred by R. Steinecke Co., New York City, successors to Steinecke & Kerr, and R. Steinecke to Gibson-Snow Co., Inc., Albany, N. Y., February 13, 1919.

CHERRY RED:—14,651 (Trade-Mark Record). For cigars, cigarettes and tobacco.. Registered March 13, 1895, by Geo. Schlegel, New York City. Transferred to B. Payn's Sons Tob. Co., Albany, N. Y., February 18, 1919.

TIMES (Tobacco Journal). For cigars cigarettes and tobacco. Registered October 26, 1909, by Chas. Landau, New York City. Transferred to Nicholas De Marco, Paterson, N. Y., February 19, 1919.

COSTA RICA TOBACCO CROP

The following is a conservative estimate of the tobacco crop in Costa Rica for this season, as procured from a reliable source:

On the Atlantic side, 127.5 acres producing 130,000 pounds; on the Pacific side, 161.5 acres producing 98,000 pounds, making a total of 289 acres producing 228,000 pounds.

It will be noted that the Atlantic side is the best for quantity production per acre.

The Republic Tobacco Company is endeavoring to teach the growers improved methods of production.

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

LITHOGRAPHER'S SUPPLIES

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

THE MOEHLE LITHOGRAPHIC CO.
CIGAR LABELS AND BANDS
HOME OFFICE GLENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
BRANCH OFFICE 170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 50 Union Square

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - U. S. A.

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE 30 N. La Salle St., Chicago, Ill.
CANADIAN REPRESENTATIVES B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE 914 Drexel Building
SELLING REPRESENTATIVES ADOLPH FRANKAU & CO., 129 Fifth Avenue, New York City

IRREGULAR PAGINATION

Said—
Smiling California
to Busy, Rich New York

"YORKIE, you're some little advertiser. Why, your cities and your power are the wonder of the world. Some call you stiff and formal, but Yorkie, pal, I've heard your heart beat and I've been told of your lakes and mountains and wonderful people. Have an OWL, New York!"

"Thank you, Cal, both for the OWL and your kind words. As for being an advertiser, I don't know where I'm much ahead of you. How about your fruit?—Your climate?—Your wonderful lands?—Your skies? And do you think they're not big 'ads' for you?"

* * *

Yes, OWL and WHITE OWL are high favorites in New York, in California—and every state between. They're dependable—that's why. If you've never believed that a dependable cigar could be made at such a moderate price, try OWL or WHITE OWL—Yes, *now!*

One of the best uses for money earned during the war is to set it to work on building a home of your own.

U. S. DEPT. OF LABOR
W. B. Wilson, Secretary

DEALERS:
If your distributor does not sell these dependable cigars, write us. GENERAL CIGAR CO., Inc., 119 West 40th Street, New York City

TWO DEPENDABLE CIGARS

OWL 7c white OWL 8c

Branded Banded
for your protection

VOLUME 39 NO. 6

The TOBACCO WORLD

MARCH 15, 1919

We Have Just Received a Shipment of Philippine Stripped Tobacco, of Excellent Quality, that We Offer the Trade at a Very Reasonable Price

Cheaper than any other Domestic Filler of equal quality on the market to-day

Quality——Burn——Aroma

THE UTMOST IN STRIPPED
PHIL-TO-CO
AND BOOKED FILLER TOBACCO
TRADE MARK

Headquarters for Manila Tobacco in the United States
Samples sent upon request

PHILIPPINE LEAF TOBACCO CO.,
123 Maiden Lane - - - - New York City
Canada Office: 79 Dundas St., London, Ontario, Canada

Watch for these Advertisements

The demand for all grades and shapes of W. D. C. pipes is being increased by our advertising in such widely-read publications as:

Saturday Evening Post	Country Gentleman
Leslie's Weekly	Outing
American Magazine	Collier's Weekly
Field and Stream	Popular Science Monthly
Literary Digest	System
Popular Mechanics	Scientific American

Army and Navy Journal

One of the new series is shown here—others will appear from time to time. Watch for them. Cut them out and paste them in your window to get the utmost selling value out of them.

On the Job

—when you want to think hard and straight—the familiar feel of your favorite pipe and haze of good tobacco smoke seem to cut you off from the rest of the world and let your mind work the way it should. The pipe that never interrupts, nor takes your mind off your work, is the

WDC TRADE MARK **Wellington**

THE UNIVERSAL PIPE

The W. D. C. triangle trade mark has been the sign of supreme pipe value for more than 50 years. It is not only on every Wellington, but also on other pipes that are made of every style, size and grade. Price for price, grade for grade, there's no better pipe made than a W. D. C.

As you smoke your Wellington there's never a bubble nor a gurgle. The well catches all moisture and tobacco crumbs. The smoke comes *up, away* from your tongue, through the top opening in the bit.

The Wellington is made of genuine French briar, seasoned by our own special process, so as to break in sweet and mellow, and is guaranteed against cracking or burning through. Get a Wellington Pipe. Good dealers have it in all sizes, shapes and grades from 75 cents up. It will fit into your life in a mighty agreeable way.

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST PIPE MANUFACTURERS

Look over your stock of W. D. C. Pipes. Then make up your order with increased sales in view. We will gladly send you further information on request.

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

For Gentlemen of Good Taste

San Felice

7c Cigars

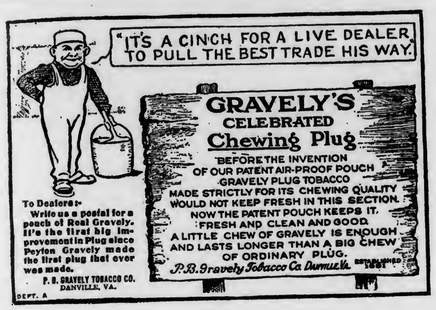
The Deisel-Wemmer Co.,
LIMA, O.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA


"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S CELEBRATED Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Durham, N.C.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a price that provides legitimate profit, Muriel Cigar is one of my best bets.
ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea—considers first the Retailer's Friendly attitude.

"Quality' –"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD & COMPANY, Inc.
119 West 40th Street New York

CUBAN TOBACCO

We are in a position to render service to tobacco importers. We know the trade in the States, and are familiar with the leaf tobacco and cigar markets of the Island.

We are affiliated with the Mercantile Bank of the Americas, and negotiations in the United States may be conducted through their offices at 44 Pine Street, New York.

Statement sent upon request

Buyers visiting Havana will find our offices at their disposal and our officials glad to lend them assistance.

We conduct a general banking business.

Banco Mercantil Americano de Cuba

Temporary Offices:

AMAGURA 23, HAVANA, Post Office Box 1329

Paid Up Capital and Surplus $2,500,000

BELGIAN AGENCY WANTED

An old Belgian firm is ready to take the agency for chewing and smoking tobacco brands, cigars and cigarettes, made in the United States. Address with all particulars,

Box 250, % Tobacco World.

Gafla Sumatra Company

QUINCY, - - - FLORIDA

Florida and Georgia Shade Grown Wrappers

We also sell the new **"Combination"** Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

EL TROVADOR CIGAR

MADE IN HAVANA

A High Grade Imported Cigar made of the finest Vuelta Abjoa Tobacco grown on the Island of Cuba

CHARLES LANDAU & CO.

93 SAN RAFAEL STREET HAVANA, CUBA — **45 WALL STREET NEW YORK**

S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

USE PHILIPPINE TOBACCO

Binder—Filler—Scraps

IMPORTED DIRECT FROM MANILA BY

S. J. FREEMAN & SONS, 123 Liberty St., NEW YORK CITY

HARRY BLUM

Manufacturer of THE NEW

NATURAL BLOOM

HAVANA CIGARS

122 Second Avenue — **New York City**

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

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Allen R. Cressman's Sons,

Makers

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Jobbers and Dealers Waste Time In Talking About and Waiting For Lower Cigar Prices

DEALERS and jobbers are having a hard time figuring out their station on the war tax express. Many of them have been suffering with a severe headache ever since they took inventory. The conclusion is that they had more stock on hand than they thought.

It is doubtful if many of them gave serious consideration to the floor tax until within the last few weeks. After the cigar shortage began to disappear many dealers and jobbers resolved not to be caught that way again and thereupon proceeded to buy in large quantities, thereby creating another shortage, which was severely felt during December.

As a matter of fact, if the jobbers and dealers had put up an organized fight against the full floor tax it is possible that it might have been defeated. The cost of the lack of organization in the trade is becoming more apparent every day and there are clouds on the horizon that mean either strong organization or disintegration, and possibly elimination.

Just at present the dealers and jobbers are not buying heavily, presuming on the reports of a declining leaf market that the price of cigars is going to come down and that they will be able to make up some of the floor tax with the expected drop in prices.

It should not take a sledge-hammer to drive home the thought that leaf prices today, whether rising or falling, have no immediate bearing on the present price of cigars. Large manufacturers have their stocks of leaf for one or two years in advance, and many of them still have their highest priced tobaccos to work.

A year or so hence there may be a decline in cigar prices but at present it seems useless to anticipate any important decrease.

The thought has already been mentioned in these columns that the war taxes may become permanent, if not higher. It must certainly be obvious that the State and Federal governments cannot stand a loss of revenue estimated at $500,000,000 without getting it from other sources. This is the loss that it is said will occur in revenue with the elimination of the liquor industry.

The second highest taxed industry in the country is the tobacco business. It will certainly be expected to absorb some of the loss, if it comes.

As these increased costs and taxes have been passed on to the consumer we can see no immediate relief in sight for the consumer.

And as long as the consumer continues to pay these prices we fail to see why the retailer and jobber should become excited.

Until the new tax went on the retailer had been making a longer profit than usual and he certainly must have expected and known that this condition could not last indefinitely.

Locally the dealer has been overstocked; overstocked ever since the first increase in prices months ago. The floor tax has caught him with considerable capital tied up and with Uncle Sam at the door saying, "Pay up."

The manufacturer will be better off and the dealer will be better off if this lesson is learned.

The retailer without humidor facilities should not carry more than a two-weeks' supply of cigars if he expects to give them to the consumer in decent shape, and the manufacturer should not desire him to sell them unless they are in good condition.

If the dealer and jobber were short on cigars at this time their orders would come in with the same regularity as before. But if they have large stocks on hand and do not need to order this is just the time when they will endeavor to decrease their stocks and let the manufacturer accumulate his cigars in his factory. This ties up the manufacturer's capital and leads him to seek devious ways and means to get rid of the accumulation for cash at the earliest opportunity.

The jobbers who really need cigars and who are holding off their orders at this time waiting for a drop in prices are injuring themselves, not the manufacturer. No sane manufacturer even talks of lower prices and some of them talk of still higher prices.

Every product, the raw material for which has to be purchased months in advance, will continue to command a high price for some time. The cigar belongs in this class.

A lowering of prices at this time without a corresponding decrease in the cost of raw materials, and in production, would mean a heavy loss in every line in which it is attempted. That loss, no matter on whom it falls at first, will ultimately rest on the shoulders of the consumer. And for the consumer to be handed any such additional burdens at this time means a repetition of the latter part of 1907.

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New Vice-President For O. Eisenlohr & Bros., Inc.

MERIT wins! And to prove it we want you to meet the new vice-president of Otto Eisenlohr & Bros., Inc., Ben. R. Lichty. Louis H. Eisenlohr is still a vice-president of the firm, but another vice-presidency has been created and Mr. Lichty has been elected to fill the office. And this is how it comes about.

Ben. R. Lichty was born in Waterloo, Iowa, thirty-seven years ago. Some years later, on a fine June morning, he was handed a roll of white paper tied with a ribbon and notified that he was a graduate of Princeton University.

Now while this young man was a sophomore at Princeton he discovered a method of merchandising which he thought would stand some improvement. He went to New York and got the agency for Benson & Hedges products at Princeton and forthwith began to improve certain merchandising schemes practiced exclusively among Freshmen. The success of Benson & Hedges products was such as to enable Mr. Lichty, if he had so desired, to take part in a handsome way in any speculative operations involving a difference of opinion regarding the relative merits of Princeton and Yale athletic teams.

In 1904 Mr. Lichty entered the wholesale grocery business with Smith, Lichty & Hillman, at Waterloo, Iowa. (This was no Waterloo for B. R. Lichty, however.)

In 1905 Mr. Lichty casually mentioned to interested parties that he had no objections in the world to finding more money in his envelope on pay days.

And thereupon said interested parties suggested to Mr. Lichty that the quickest way to bring about the desired result was to earn it, and he was given a live tip in the bargain.

The tip was that the cigar department could stand some impetus and that if a man could make it grow he would be very likely to benefit in a highly satisfactory way.

Needless to say, Mr. Lichty took charge of the cigar department and proceeded to open up with a "closing out sale." All the old brands that had been laying around were sold at a sacrifice.

When the shelves were empty Mr. Lichty took on "Cinco" and one other nationally known high-grade cigar. He never employed a special cigar salesman, but he taught twelve grocery salesmen how to sell cigars in conjunction with their regular line. The Middle West soon came to know of this corp of salesmen and of their success in selling cigars in conjunction with other merchandise.

At no time did the stock of cigars consist of more than three "nickel" brands and one ten-cent brand. Mr. Lichty believed in and practiced concentration. The result was that these twelve grocery salesmen sold as high as 5,000,000 cigars in one year.

Mr. Lichty helped to organize the Iowa Tobacco Jobbers' Association and became its first president.

In 1917 greater recognition came to Mr. Lichty and he came to Philadelphia as assistant to the president of Otto Eisenlohr & Bros., Inc.

The first thing that this young man did was to develop the "Henrietta" brand. Today it unquestionably dominates the local market. In this development newspaper space has been liberally used and is still being used.

And now Otto Eisenlohr & Bros., Inc., have elected this young man to a vice-presidency in the corporation. His career with Benson & Hedges goods at Princeton has borne fruit. But back of it all lies the physical and mental equipment of the man which enables him to accomplish the tasks he sets for himself.

Mr. Lichty is a young and aggressive man who applies himself strictly to business. He is, without doubt, one of the best informed men in the cigar and tobacco trade. He says that if he is, it is due to the fact that for the past fourteen years he has been a constant and close reader of trade papers. Beyond being well informed and aggressive he is broad-minded. He is receptive to a new idea or to the other side of an argument.

And his success with Otto Eisenlohr & Bros., Inc., he attributes to the close co-operation that has been given him by the salesmen, distributors and those associated with Otto Eisenlohr & Bros., Inc.

We congratulate Mr. Lichty on his new honors. His record shows him to have deserved every success that has come to him.

And as we said in the beginning, gentlemen, meet Vice-president Lichty.

The officers of Otto Eisenlohr & Bros., Inc., now are: Charles J. Eisenlohr, president; Louis H. Eisenlohr, vice-president; Ben. R. Lichty, vice-president; Harry Dietsch, treasurer; R. G. Cunningham, secretary and assistant treasurer; C. Harry Eimerbrink, manufacturing manager.

A Come Back

A negro came into a Southern ticket office and asked for two round-trip tickets to Charleston. The agent knew him and asked who was going with him.

"My brother," said the negro.

"Your brother?" asked the agent. "Where is he?"

"Out there in a box. He's dead," answered the negro.

"Well, if he is dead you don't want a return ticket for him."

"Yes, suh," said the negro; "you see we ain't goin' to bury him in Cha'leston; but we have about forty kinfolks down there, and we reasoned that it would be cheaper to carry him down to Cha'leston fo' de fune'l service and bring him back, than to bring all the family up here."

Hand Made Versus Machine Made Goods

THERE was a sign in a Broadway window the other day which read, "No man should do work that a machine can do." The statement could be made broader than that, truthfully; "No one should do work that a machine can do."

And why should a man or woman, boy or girl, spend laborious hours in doing work that a mechanical device can do more quickly, more economically and more satisfactorily? Strange as it may seem, the most tedious work is usually the kind that commands the smallest recompense.

Why should a manufacturer depend on hand labor for his production when he can increase his production, cut down his overhead and standardize his factory operations by the use of machinery?

A single example of what machinery has done for industry is found in the cotton gin. Without Eli Whitney's crude device it would take 17,500,000 hand workers *one year* to pick the seeds from the 1918 cotton crop. The whole world has benefited from this device, from the farmer who grows the cotton to the consumer who buys the manufactured article.

Machinery is economical of labor and economical of material. It helps to standardize production and it contributes to *increased* production.

Among the last industries to seriously consider the development of mechanical devices is the cigar manufacturing trade. It is safe to say that such machinery as has been perfected up to this time only marks a beginning.

There are two particular devices that are commanding attention in the trade today. One is a complete cigar-making machine and the other is a stripping machine. The former is said to have proven its practicability and the manufacturers are swamped with orders. The latter *has proven* its ability to save labor, save waste and to increase production.

As an example of the proven value of the stripping machine a certain manufacturer of these devices states that he has already sold them to almost one thousand cigar manufacturers in quantities of from one to four hundred. This means that at least 50 per cent. of all the cigar manufacturers in the United States producing more than one million cigars a year have equipped their tobacco stripping plants with this type of machine.

Whatever the natural prejudice of the cigar manufacturer may be, he can no longer evade the fact that mechanical devices mean factory economy, both in labor and in material, increased production without any question, and standardization of factory equipment and of production. Every one of these points is a vital and important factor in every cigar manufacturing establishment.

When labor was plentiful and wages low, and raw materials cheap, there was no incentive to seek more economical methods of producing a cigar. But today with labor scarce and high and raw materials at the highest point in history, necessity compels research among mechanical devices.

The old "Strictly Hand-made" slogan has created in the minds of the cigar manufacturers a natural aversion to the use of machinery in any form. This aversion has been handed down like a family heirloom from father to son and has been a serious obstacle in the development of the industry along mechanical lines.

It is one of the serious problems of the cigar manufacturer today to find a type of labor that will bend to the tedious, preliminary process of preparing tobaccos for cigars. The most tiresome task is the stripping of tobacco by hand, and it also requires a certain amount of skill. There is a minimum for all labor today, and regardless of the *worth* of the work, the *price must be paid*. Machinery is now offered that relieves the greater part of the tedium, saves waste, conserves labor (and releases it for better paying work) and increases production.

Skilled labor in the cigar industry is growing scarcer and scarcer, and without mechanical devices to meet the production needs the industry must and will suffer. Tobacco strippers no longer grow on trees. The sameness of the operation and the tedium of it makes it a real task. Hand stripping is becoming a lost art.

But machinery magically rises to supplant the old hand process with many economies over the hand method. The value of these economies cigar manufacturers are beginning to appreciate.

The prejudices of labor, like those of the cigar manufacturer, are unfounded. Contrary to robbing an employe of a job, it really raises him in the social scale. Instead of being a mere hand worker he becomes the controller of a mechanism that does his work. He merely supervises, in a sense, and sees that the machine does what it is intended to do. He is no longer an automaton but the operator of a machine which is under his control. There is something to stir his imagination, something to hold his interest, and a feeling inside the man that he has moved upward several rungs on the ladder of his life's accomplishments. *The manufacturer has given the workman a machine to do his work while the workman still gets paid for it.*

The fact that unskilled labor can be used on such mechanical devices as a stripping machine is certainly a convincing argument in its favor. And this without considering the fact that there is an increased production in the yield of machine-stripped leaf over hand-stripped leaf, that in most cases will pay the cost of the machine and equipment in one year's time.

What is said of the stripping machine could probably be said of other machines and facilitating devices, if the cigar manufacturers had shown sufficient interest in developing their industry along mechanical lines instead of sticking to expensive and antiquated "Strictly Hand-made" production.

In the cigar industry large profits come from volume. During the war it was *production* that made victory possible. The taxes to pay for the victory must come from production.

From this hour on cigar manufacturers should be ever on the alert for machinery and facilitating devices to reduce the cost of production, to lighten the burden of high wages and to eliminate waste of every character.

TRADE NOTES AND NOTICES

Robert E. Lane is in Havana visiting the factory which he represents, Cifuentes, Pego y Ca.

Our genial contemporary, R. T. Tanner, representing "Tobacco," of New York, visited a number of his Philadelphia clients last week.

Col. James J. Rafferty, chief of the Department of Commerce and Industry of the Philippine Islands, has returned to New York.

The Gerard Tobacco Company was recently incorporated at Wilmington, Del., for wholesale and retail trade, with a capital of $30,000, by Franklin L. Mittler, M. E. Mittler and L. F. Mittler, of Wilmington.

The Venezuela Building at the corner of Front and Pine streets, New York, owned by Joseph F. Cullman, was recently leased for a long term of years to Charles T. Stork & Company. It is said that the rental will total $1,000,000.

M. J. Levy, manufacturing manager of Morris D. Neumann & Company, has gone to Atlantic City to enjoy a much needed and greatly deserved rest. Morris D. Neumann has recently returned from a trip of several weeks through the Middle West.

March 6th was a happy date for O. L. Deming, of the American Can Company, for on that day the "Leviathan" steamed into New York harbor not only with "New York's Own," but with "Deming's Own." Mr. Deming's son was among the troops returning from overseas.

The agricultural appropriation bill, which failed of passage, carried an item for fighting insects injurious to Southern field crops, including tobacco. The tobacco investigation work will be continued by the Agricultural Department with the expectation that the bill will be enacted at a special session of Congress.

The Helios and Oriente cigar factories in Manila, P. I., have been purchased by Walter E. Olson & Company, an American firm long identified with the exportation of Manila cigars. Olsen & Company have also acquired the Giralda cigar factory with a capacity of 12,000,000 cigars a month.

Waitt & Bond, Inc., of Boston, Mass., makers of the "Blackstone" cigar, have offered a new issue of stock, a 7 per cent. cumulative preferred stock, exempt from Massachusetts and normal Federal income taxes. Waitt & Bond became a corporation in 1917, succeeding a business started in 1870. Their 1918 output was 73,000,000 cigars.

The General Sales Department of the American Tobacco Company had about one hundred men in the service, of whom, to date, thirty have returned.

The Piedmont Tobacco Company has been incorporated at Danville, Va., with a capital of $100,000. E. L. Dodson is president and J. W. Gravely is secretary.

The United Cigar Stores Company has leased from Melville H. Bearns, in New York City, for a term of fifteen years from May 1, 1920, the two-story business buildings occupying the block front on the east side of Broadway, between 157th and 158th streets, fronting 200 feet on Broadway and 125 feet on each street. The lease calls for a total rental of about $700,000, and was arranged by Byrne & Bowman, who sold the property to Mr. Bearns last July. There is a station of the subway at this point.

The annual meeting of the General Cigar Company was held March 6th at the offices of the corporation, 119 West Fortieth Street, New York City. Officers elected for the coming year were: Fred Hirschhorn, president; Richard C. Bondy, senior vice-president; William Best, Jr., vice-president; B. G. Meyer, vice-president; Milton Esberg, vice-president; H. V. Shick, secretary, and William Best, Jr., treasurer. Outside of the election of officers only general routine business was brought up.

The annual report of the Liggett & Myers Tobacco Company for the year ended December 31st last, made public recently, showed net profits, including dividends from subsidiary companies, of $10,050,221, against $9,184,783 in the preceding year, and a surplus after dividends of $3,138,603, contrasted with $2,722,662 in 1917.

It is announced that the company has purchased a tract of land in Danville, Va., with 600 feet front and 160 feet depth, for the erection of a cigarette and smoking tobacco factory, a plug manufactory and a tobacco storage warehouse.

Ernest Berger, general manager of the Tampa-Cuba Cigar Company for several years, was elected president of the company at the annual meeting on March 1st. Florentine Diaz was elected treasurer. The organization showed a very satisfactory profit. At this meeting a profit-sharing plan with its salaried employes was instituted and in this an advance step in the enterprise is recognized. The innovation is one of Mr. Berger's ideas and will undoubtedly be regarded as a means of establishing a more contented and harmonious spirit among employes. If the experiment proves successful the Tampa-Cuba Cigar Company hopes to extend the new idea to others of its employes.

Speeding Up The Sale Of Side Lines

By Ira R. Alexander

"SIDELINES for a man engaged in the retail tobacco business is all right, providing you let people know you're selling them," recently remarked a leading retail tobacconist in a Colorado city. "People figure that a store such as I conduct sells tobacco, and that is as far as they go. You've got to tell them about your sidelines, and then some, if you expect to sell them. You can't arrange them some place in your store and expect people to come in and ask for them. You must first impress the people with the fact that you have them for sale. In that way you can build up a good sideline trade. I have done it and I know others can do the same."

At this point the writer became interested and asked questions about sideline advertising plans. A few of the best methods used by the Colorado dealer in featuring his sidelines are described with the hope that they will benefit other men engaged in the same line of business.

Not long ago the Colorado tobacconist took on a sideline in the shape of a well-known line of fountain pens. He wanted to let the people know of the fact and so, after giving the matter thought, he hit upon this plan: He placed a large number of the pens in one of his windows—he didn't arrange them with any idea of system, he just piled them in the window in a careless manner. On a card in the window he had these words, "If these fountain pens are placed side by side across the floor of this window will they reach all the way from one side to another or will they only go part way? Make an estimate." He also let the people know that in two weeks from the time the pens were placed in the window he would place the pens side by side in the window and the people would have an opportunity of seeing how close they had estimated. At the bottom of the window and just in front of the glass, inches and feet were marked off on the floor of the window so the people could better estimate where they thought the line of pens would reach when placed side by side. No prizes were offered in connection with the display, but of course such could be done if desired. Many people stopped in front of the window each day and the store and its new sideline of fountain pens came in for a lot of good publicity that resulted in increased business in all lines.

The Colorado tobacconist also sells safety razors and to feature that sideline as well as to give his store publicity he not long ago carried out this plan. In the window he placed a toy train operated on a track, which wound in and out on the floor of the display window. The motive power for the train was furnished by the electricity secured from a light socket. The train consisted of an engine and three freight cars which had no tops. In these cars the tobacconist placed a goodly number of safety razor blades and on a card in the window he had the information that the person guessing the correct, or nearest correct number of razor blades in the three cars would be given $20 in gold.

A moving object in a window always draws notice and the display used by the Colorado tobacconist was certainly no exception to the rule. A big crowd gathered in front of the window each day all during the two weeks the contest was in progress and as a result the place of business came in for a lot of worth-while publicity. Scattered about in the window were different brands of cigars, packages of tobacco and the like and people that stopped to look at the train could not help but see them; as a result business in all lines was greatly increased while the contest was featured, and not only the sale of safety razors was speeded up, but all lines were bettered.

"To be successful in selling sidelines," concluded the Western tobacconist, "you've got to keep them before the people all the time in some way or other. By featuring my sidelines I have built up a very good trade therein. What I have done, others can also do."

Annual Report Of The P. Lorillard Company

The P. Lorillard Company, manufacturers of tobacco products, reports net earnings of $9,292,000, an increase of $980,000 over the preceding year. After setting aside $2,396,000 for the estimated Federal war taxes, an amount considerably more than double the reservation in 1917, and providing for interest charges, a balance of $5,640,000 remained. This was equal to $20 per share on the common stock. The amount available for the junior stock in the preceding year was equal to more than $34 per share, although at that time the stock outstanding was considerably less than it was last year.

The annual statement shows inventories valued at $36,027,000, an increase of more than $14,000,000 over the total for the previous twelve months. Securities owned by the company aggregated $5,275,000 in value on the books, as against $2,415,000 in 1917.

While the surplus of earnings last year was $2,382,000, this amount was more than offset by a stock dividend and an amortization reserve against the 1917 taxes, with the result that the total surplus on December 31 last, amounting to $7,164,000, was $886,000 less than in the corresponding period of 1917.

Putting A Punch Into Salesmanship

By Frank Farrington

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WE have all made purchases from salesmen who could not have put their sale across if they had not possessed a strong, compelling, vital force—an ability to put a real punch into the selling talk.

We have also been waited on by salesmen who had a good line of goods, good selling arguments, who gave us good enough reasons for buying, but who somehow could not make us feel that we just must buy, so we didn't.

What is there about this idea of a *punch* that makes it a quality that seems to effect the difference between selling methods that almost put it over and selling methods that fail?

Punch makes the listener take notice. Where one can hear a salesman who lacks punch tell his story without feeling any interest in what he has to say, the man who puts all his energy and enthusiasm into the telling cannot be so easily passed by.

Personal energy is one of the most essential qualities in developing punch. With all the good intentions in the world, if a man lacks energy he cannot develop any punch. What would a prize fighter's punch amount to if it did not have behind it the accumulated energy of months of training? Punch of the physical sort is energy translated into physical action. Punch of the mental sort is energy translated into mental activity.

The foundation of punch then is vital energy—the physical force that enables us to put our best efforts into our selling talk and to keep up the force all the while we are at work.

The development of successful salesmanship is not dependent upon a spurt or two. Successful selling is not a spring. It is a long distance race and requires good physique as well as ambition to succeed. A salesman may now and then have a good day by sprinting that long, but in order to become a real success he must put energy into every day's selling effort rather than merely into it once in a while.

It takes more energy to keep up the speed than to sprint once in a while, but the man who goes by sprints does not sprint very often and he is passed by the chap who keeps digging in all the while. It is easier to keep up a good momentum all day than to alternately slow down and speed up. Every time you slow down you find it harder to pick up. Do your slowing down after the day's work is done instead of betweeen customers. Most of us know the feeling of listlessness that comes after a nap at an unaccustomed hour. We get the same effect in a less degree when we let down for a few minutes between customers. Our energy is taken up in trying to come back instead of in imparting force to our selling talk.

We all feel a little envy for the man of abounding vitality, unless we ourselves possess it. He is full of life and spirit; his walk is elastic, his "Good morning" carries with it the impression that it *is* a good morning, and that it is good to be alive. He interests us in spite of the fact that we do not feel that we want to be interested. We cannot offhand turn down this type of salesman. He compels our attention.

This is putting the actual physical punch into salesmanship and doing it by means of physical well being. It does not even require a high degree of intelligence to do this. All that is necessary is sense enough to see the truth and go ahead and develop a sound, elastic body.

Health is not all of salesmanship and neither is punch all of it, but we certainly have to admit that a sound body is the foundation of it all. You cannot deliver a physical or a mental punch without being able to put some force behind it.

Of course one may overdo this physical effect. A salesman is not expected to bound about like an athletic freshman, with a great exhibition of physical exuberance and little show of brain power.

Any kind of force is detrimental when not controlled. Punching at the empty atmosphere is a waste of time and energy. Care must be taken to determine how one's force should be used, where and when the punch should be delivered and in what connection.

In selling some customers it will be found wise to repress some of the appearance of physical force. There are all kinds of men among your customers. One man may take more kindly to the type of salesman who, though on his tiptoes, gives evidence of it only in the intensity of his interest in and enthusiasm for his goods. Now and then we encounter a grouchy cuss who really seems to be offended at surplus vitality in someone else. We have to learn how to handle these nervous, dyspeptic chaps who growl even on a fine, sunshiny morning.

When the customer is in a hurry, and often this is the case, you will find that it pays to have one or two punchful points to thrust at that man while you have his attention. Grasp and grip the customer's attention just as soon as you get him before you and hold it by punch after punch; incisive verbal thrusts that really interest him. Waste no time or effort in idle remark without point to it. You can make the moment spent in your presence create an impression that will last, and what you have said will be heeded.

You cannot handle this salesmanship punch idea on the same basis as the prize-fighter handles his punching program. His aim is to beat down his opposition by wearing it out and finally to give it a knock-out blow. Your aim is not to beat down the customer's opposition by main force, but to convince it, and the value of your punch lies not in the fact that it is a punch, but in the fact that what you have to say is the better heard and heeded for being delivered with a punch.

Noise is not punch. We are all familiar with the salesman who seems to have the idea that the louder he talks the more impressive he becomes. Noise may represent a kind of force, but it is not the kind that will influence a customer. Noise is usually an evidence of more wind than brains.

Gesticulation is not punch. Standing in front of a man and waving your arms as you talk does not im-

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The Post-War World Markets For The Tobacco Products of The United States

By Alfred Thomas Marks

THREE outstanding phases of our foreign trade in tobaccos demand attention at this time, and the sooner we concentrate on the solution of the problems presented by these phases the greater will be our success in meeting the competition which will surely develop in the coming months—possibly sooner than we anticipate. The fact that at the present juncture and in the prevailing status of world conditions, both as regards production and distribution, we are the only exporting nation whose facilities are intact and ready to inaugurate and carry through a world trade program, should not be lost sight of by our tobacco manufacturers, but the advantage should be improved with as little loss of time as possible. It cannot be emphasized too strongly nor too frequently that whatever we may lose now by our lack of energy in improving the chances which are ready at hand can never be made up in the years to come. So why wait until all other tobacco-exporting nations have rehabilitated their producing facilities, accumulated their raw materials and adjusted their labor requirements? Why allow a matter of sentiment to hold us back so that—as some of our foreign tradesmen suggest—"we can all start together in the race for world trade and thus avoid any hard feeling"? American tobacco manufacturers who are reaching out for overseas trade are simply providing the weapons which will be used against themselves if they follow any such mistaken course. Sentiment and business will not mix now any more than they have been able to mix successfully in the past.

A brief analysis of our exports of tobacco, both manufactured and in the leaf, for the calendar year 1918—the figures of which have just been compiled by the Department of Commerce—will prove illuminating. It is shown that in the past year our exports of tobacco totaled $152,931,336, as against $61,982,849 in the year 1917. This tremendous increase (close to $91,000,000) may be taken as indication of what we may achieve in the world-markets if we make our plans sufficiently comprehensive and put them in operation with the necessary energy and forcefulness. The following statistics give our overseas trade in tobacco for the past two years: Unmanufactured (leaf) tobacco exported in the year 1918, $122,885,116; same exported in the year 1917, $45,542,000. The most noteworthy increases are in the cases of the United Kingdom, Canada and Hongkong, China—the former jumping from $12,452,338 in 1917 to $70,141,785 in 1918; Canada from $2,982,351 in 1917 to $10,499,689 in 1918; Hongkong from $411,793 in 1917 to $2,291,398. Practically all other nations show substantial increases in imports of American unmanufactured tobaccos. Exports of cigarettes in 1917 totaled $13,293,270, while the total for 1918 was $23,793,922. Cigars, plug and smoking tobaccos exported in 1917 amounted to $3,147,579, while these exports in 1918 were $6,322,298. We thus have a total exportation of manufactured and unmanufactured tobaccos in 1918 of $152,931,336, as against a total of $61,982,849 for 1917.

The three phases of our overseas trade the writer has in mind are the selling of the goods, the delivery of the goods, and the price-for-quality advantage which will enable us to win on the merits of our product—for we cannot win a permanent trade in any other way.

The selling or marketing of our tobacco products in foreign countries is probably the biggest consideration of all. For it is obvious that no matter how much our tobaccos are wanted and how wide open the door or how eager the welcome, we must, in the first and last analyses, bring our product and the foreign buyer together. Our problem is to reach the overseas buyer—preferably the consumer, for what is not in demand on the part of the people will find scant welcome on the part of the foreign importer and retailer. We must, then, keep the two facts in mind—that we want "the man in the street" to know and call for our tobaccos, and we want the retailer to be in position to fill this demand. It will be of little or no advantage to us for the people who live in a far country to pine for the American weed if American tobaccos cannot be had there. The two propositions go together.

Selling the goods—that's the question.

What kind of a salesman is most suited to place our United States tobacco products in the overseas markets so that they will "stay placed"? In the first place, he must be of somewhat broader accomplishments than is considered necessary in the United States. The difference is well expressed in the exhortation of many importers of other countries to "send salesmen, not peddlers"—in other words, to send men who are able to get the large view of the subject and who can look beyond the first sale or two and get a grip on the more enduring aspects of the proposition. It has so happened in our tobacco trade abroad that salesmen who have been more than ordinarily successful traveling domestic territory have "fallen down" lamentably in attempting to sell the foreign field.

One of the chief difficulties our salesman abroad has to contend with—and its importance should not be underestimated—is the necessity for either knowing the language of the people to whom he purposes selling his goods, or of carrying about with him an interpreter as an assistant. Now, this "interpreter" proposition has two aspects—one good and the other bad. If he is the right kind of an interpreter and takes an interest in his "job he can be of much assistance in "easing" the way of the salesman to the man he must sell to. He can go much further than merely "interpreting"—he can, if he be so disposed and stands well with the business community, "stand for" the salesman and his line, thus placing the matter in a favorable light with the prospective buyer. The salesman who is not

able to use the language of the country he is trying to sell to is in a bad way. Consider a salesman from a foreign country trying to sell goods in the United States when he could not speak English!

The other side of the interpreter question is that, if the man be not favorably and kindly disposed toward the salesman he can "wet blanket" the best line of tobacco products ever produced and the salesman will never know how he has been "queered." In view of these actualities as affecting the interpreter question it will be well for our prospective tobacco exporters not to be unduly hasty in picking up these "go-betweens" in their foreign trade.

It is very essential for our salesmen covering foreign fields to get a line on "foreign representatives," of whom there are a number in all of the larger centers. These men can best be located through the American consulates and commercial attaches. They are generally men of some standing and have been known to keep the line before the importing retailers long after the salesman left, taking orders and forwarding them, receiving a commission on such business as they obtained. In several instances with which the writer is familiar permanent arrangements have been entered into with these "foreign trade representatives" to sell the lines in their territory on a commission basis, and this plan has worked out very satisfactorily and developed a good business connection; but, of course, as suggested above, great care should be observed in getting the right men.

Then the matter of advertising.

Why have so few of our exporting tobacco manufacturers attempted "consumer advertising" in the foreign countries? We recognize the value and absolute necessity in our home markets of using both trade publications and general mediums if any substantial success is to be won, but we are to a great extent losing sight of the importance of placing our tobacco products before the foreign buyers and consumers, where there is even more need of our impressing ourselves on the minds and the memories of the people. It is true that foreign advertising is a proposition both new, and to a large extent, untried; our tobacco manufacturers are unfamiliar with it—what to do and how to do it. We are rather inclined to let the advertising campaigns, if we engage in them at all, follow the introduction of our goods—and follow at a good distance—rather than to use the marvelous leverage of advertising to blaze the way for our products. This is a mistake, and an expensive one. That it is a mistake was proven several years ago by our footwear exporting industry. American shoes are the standard for almost the entire shoe-wearing world today, simply and solely for the reason that systematic and comprehensive advertising plans were worked out and put in operation in the far countries before we tried to sell the goods; then we followed along with the kind of footwear that "made good." Last year, even with our country at war, we sold nearly $50,000,000 worth of American footwear in foreign countries, delivered the goods and got the money. Strictly speaking, this was not "war trade."

The countries of western and northern Europe present a distinct advertising field in themselves, albeit each of these nations has its best way to reach the people. In England and France, it is true, we find that the most successful advertisers are using methods not a great way removed from our own. In fact, it has not been a great while since the London "Times," in an editorial way, deplored the English tendency to "Americanize our advertising." Advertising which seems to influence the English will not appeal to the French, and the Russian must be dealt with in an entirely different way. Several years ago, in conversation with a widely-known English newspaperman, the writer was told that "if you tell an Englishman the same thing often enough you cannot shake him loose from the idea that it's true," and he instanced Lipton's tea, which for thirty years past has been kept before the English people—just "Lipton's Tea," that's all. Now, whenever an Englishman thinks tea he invariably links up Lipton's with it; when he thinks pills he has Beecham's in mind, etc. Mind you, this is not for the reason that the products named are any better, possibly, than are many others of their kinds, but the Englishman *en masse* gets to thinking along a straight line—result: Lipton bosses a sixty-million-dollar fortune and the Beecham family is among the richest families in Great Britain.

So, in your English publicity, do not be afraid of repetition, iteration and reiteration, but keep hammering in ads of a few incisive words that the Englishman can take in at a glance without any mental gymnastics. Above all, don't try to startle the Britisher by a big display of what (to us) would be convincing and conclusive reasons for buying your cigars, cigarettes or tobaccos; you cannot get his hand from around his roll in just that way.

France always has been a fertile field for our American advertisers. This means that, under present conditions, we may expect prompt and adequate returns there for our advertising. But we must ask for the business in the French way—much more dignity, if you please; some regard for typographical display and lay-out. Don't forget that the French, even the middle and peasant classes, have an appreciation for the artistic and are much more likely to be attracted by an artistic, well-balanced invitation to buy your goods than by the cold-blooded, matter-of-fact ad which "gets" the English.

Russia is a contradiction—a complexity—a seven-day wonder, and our advertisers should go slow there; but never lose sight of the fact that in Russia there are 180,000,000 of people, the great majority of whom are tobacco users and who, strange as it may seem in the frightfully upset political conditions there, "dig up" a lot of money every year for imported goods. In the year ended June 30, 1918, we sold in Russia over $189,000,000 worth of our products and got the money. It is an open question whether advertising methods successful in other countries can be depended upon here. One disadvantage is the widespread illiteracy of the people, but 31 per cent. of whom can read, and but 12 per cent. live within the circulation radius of the respective newspapers, none of which covers its field in anything like an intensive manner, and does not pretend to. And here is the contradiction—they buy the goods! Personal representation is considered the best method of reaching the Russian buyer, with printed publicity next. The market will bear watching, and if the turn in international affairs does not give the Russian foreign trade back to Germany it must certainly look to the United States.

Good Nature Prevails
In The Factory Equipped With "Universals"

FROM the manufacturer who is increasing profits by them, to the cigar-maker who finds his work easier and his output greater because of them, *Universal Tobacco Stripping and Booking Machines* win the good will of the entire factory.

The fact that over a thousand cigar-manufacturers now have from 1 to 400 "Universals" working in their factories testifies to their practical and profitable value.

The "Universal" is an unqualified success!

It *saves labor*—one operator does the work of three hand-strippers.

It *saves stock*—the finest leaves show no tears or curled tips.

It *increases production*—cigar-makers turn out 35 to 50 more cigars a day.

And booming industry means prosperity for employers and employees alike.

Let us convince you that the "Universal" is an investment that quickly pays for itself in what it saves. Demonstration without obligation in your own factory with your own tobacco.

Write today for Catalogue and Price List.

Universal Tobacco Machine Co.
79 FIFTH AVENUE, N. Y.
FACTORY: 98-104 Murray St., Newark, N. J.

Tobacco Growers Plan Advertising Campaign

THE New England Tobacco Growers' Association, which recently proposed an advertising campaign to inform the country of the advantages of Connecticut leaf, has entered into the subject with energy and success. With the exception of a small percentage the growers have signed for an assessment of so much per acre for the campaign.

This campaign is deemed well worth while, because the growers of the Connecticut Valley have produced tobacco, and especially wrappers, of a very high quality which they feel has not had its proper appreciation, and in this contention there is a large number of men in the business who agree with them.

At the annual meeting of the New England Tobacco Growers' Association in Hartford, Conn., the growers of Massachusetts and Connecticut were well represented. The meeting was called to order by President Howard A. Middleton and the visiting delegates were given a hearty welcome by Mayor Kinsella, of Hartford. Clifford Wilson, Lieutenant-Governor of Connecticut, made an eloquent address of congratulation and encouragement to the members.

Election of officers resulted in the choice of Howard A. Middleton, of Bound Brook, Conn., for president. He was first elected in 1915 and has been unanimously re-elected in each succeeding year. Frederick L. Whitmore, of Sunderland, Mass., was elected vice-president; William K. Ackley, of East Hartford, secretary, and Harry W. Case, of Tariffville, Conn., treasurer.

The directors of the association, numbering twenty-one, all unanimously chosen, form a group of men accounted notably capable and important in the Connecticut Valley, namely: W. S. Pinney, of Suffield, Conn.; F. R. Goodrich, of Portland, Conn.; E. B. Case, of Granby, Conn.; W. J. Hayes, of Tariffville; M. L. Floyd, of Hartford; Waldo Miller, of Hartland, Conn.; W. H. Carrier, of Glastonbury, Conn.; Lyman Crafts, of Whately, Mass.; H. F. Farnham, of East Windsor Hill, Conn.; J. W. Alsop, of Avon, Conn.; A. T. Patterson, of Simsbury; J. B. Stewart, of Windsor; A. E. Fowler, of Westfield, Mass.; Thaddeus Graves, of Hatfield, Mass.; F. B. Griffin, of Hartford, Conn.; O. E. Case, of Barkhamsted, Conn.; V. C. Brewer, of Hockanum, Conn.; H. L. Miller, of Southwick, Mass.; C. A. Thompson, of Melrose, Conn.; F. H. Whipple, of Hartford, and R. J. Hawthorne, of Hazardville, Conn.

On the executive committee of the Association are Howard A. Middleton, of Broadbrook; Fred B. Griffin, of Bloomfield; Marcus L. Floyd, of Hartford; Frank H. Whipple, of Hartford; Harry W. Case, of Tariffville, and William K. Ackley, of East Hartford.

Frank H. Little, of New York, told the growers that to spend a small amount would be a waste of money. That persistent and cumulative advertising is the sort that brings results and instanced the experience of the fruit growers of the West.

Vice-president Frederick L. Whittemore closed the discussion, after which the executive committee was authorized by a rising vote to take appropriate action to raise funds for an advertising campaign.

The "United" Raises Cigarette Prices

THE United Cigar Stores Company on March 5th changed their cigarette prices as follows:

"Fatimas" and all cigarettes of the "Omar" type, 25 cents a pack; "Camels," "Lucky Strike" and cigarettes of the "Chesterfield" type, 20 cents a pack. The present extra certificates on all Turkish cigarettes are discontinued.

The above prices are effective in the entire United States excepting the cities of Philadelphia, New York and Boston, where "Fatimas" and cigarettes of the "Omar" type will sell for 23 cents a pack, and "Camels," "Lucky Strike" and cigarettes of the "Chesterfield" type at 18 cents a pack. These prices in these cities, however, are temporary and the United states that it intends to raise these prices to the same figures as the balance of the country.

It will be found that retail stores selling "Fatimas" and "Omars" at 23 cents will show 2 per cent. less profit on these brands than when sold at 20 cents under the old factory prices. If "Camels," "Lucky Strike" and "Chesterfield" are sold at 18 cents they will show 4 per cent. less profit than when sold at 15 cents under the old factory price.

Therefore, in order to make the same profit under the new factory prices as they did under the old prices it will be necessary for dealers to raise these two cigarette types to 25 cents and 20 cents respectively.

The United will make no change on tobacco at the present time except in a few brands. The price adjustment in tobacco will be held off until the new size packages which the manufacturers are preparing have been received.

L. A. Bowers was elected a director of the Weyman-Bruton Company at the annual meeting, succeeding Ernest Schmeisser, who resigned.

All the retiring directors of the Havana Tobacco Company were re-elected at the annual meeting in New York March 4th.

The Wisconsin Market

ALTHOUGH the market for tobacco in Wisconsin has not been extensive, crop reports show that 65,000,000 pounds were produced in 1918, an increase of 8 per cent. over 1917, when there was a great demand for the product. The honor of raising the largest crop goes to Dane County, with 43 per cent. of the total produced. Computations of the Wisconsin department of agriculture show that 48,440 acres were utilized to produce the large crop.

Farmers are finding it difficult to market their crop, due to the sudden change in the market. Producers who refused thirty cents a pound are now reported to be selling their crops at from sixteen to twenty cents to get it from their barns. Some dealers have been unable to handle all the crops which were contracted for at the higher prices.

Rock County growers have banded together and are handling their own crops in warehouses under their control. Shares of stock were sold among the producers to finance the proposition so that they might get their price for the tobacco when sold. Intense interest is being displayed in the outcome of the project both by farmers and dealers, some of whom are skeptical of the plan.

Some interesting figures are given in the data compiled on the crops of the State for 1918. Of the 65,000,000 pounds raised it is estimated that the southern district—Rock, Dane, Green, Sauk and Columbia counties—raised 43,000,000 pounds; the western district 17,550,000 pounds, and the northern district 1,950,000 pounds, and other counties combined 1,950,000.

V. E. H.

A POPULAR MINNEAPOLIS RETAILER

ONE of the most aggressive cigar merchants of Minneapolis is said to be Ray Merrow, who conducts an attractive stand in the Metropolitan Bank Building in that city. Two years ago he purchased the stand from William Ashley, and since that time his congenial affability, combined with straightforward business methods, has won for him a constantly growing clientele of smokers.

Mr. Merrow has chosen for his leader the "Flor de Melba" brand in the ten-cent and two-for-a-quarter sizes. This cigar is made by the I. Lewis Cigar Manufacturing Company, of Newark, also makers of the "John Ruskin."

Mr. Merrow attributes his success with the stand to the fact that he endeavors to serve the trade with high-class merchandise, and the continued big sales of "Flor de Melba" make him certain that he has chosen wisely in featuring this brand.

"Advertising and Selling" is running a series of articles under the title of "The Heir to John Barleycorn." There is a great amount of theorizing as to who the "heir" will be, but there are very definite grounds for the belief that the estate will be largely absorbed by a Federal "inheritance tax," no matter who gets it.

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality – and quality alone

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

LEAF MARKET JOTTINGS

IN Lancaster County, or to be exact in the Ninth Internal Revenue District, there was a gain of four millions of cigars in January over December, the largest gain being in Class C goods. Of course this has caused some activity in the leaf market.

The Seed Leaf Tobacco Growers' Company, Inc., sold enough stock in a half hour on March 3d to raise its capital from $100,000 to $150,000. Another meeting will be held on March 17th, and in the interval a spirited campaign has been made to still further increase the capital and provide for warehouses in various districts of the county.

There has been considerable activity by buyers in the lower end of the county and a wide difference in the prices offered, the range being from twelve to twenty cents. The greater number of wrappers have commanded fifteen cents and fillers from four to eight cents per pound. Later sales were at eighteen, with many of the growers holding back. Sales were reported at 20 and 6 and 18 and 6; 17 and 5 and 16 and 7.

The greater portion of the crop still remains unsold and early sellers who received low prices show much dissatisfaction, but they were not generally forced to sell and many had promised not to do so.

Tobacco growers of Mt. Joy have held meetings for the purpose of building a warehouse and forming an organization to act with the county association. C. A. Yost & Company, of Red Lion, are buying actively in the county and the Meads Tobacco Company is buying millions of pounds of York County tobacco and running day and night packing it in bales and burlap for foreign export.

Some of the Lancaster packers claim that the crop was grown under weather conditions that were not favorable to producing leaves of good-burning quality. The growers indignantly deny such statements; yet the fact remains that every buyer is making the most careful tests of the burning qualities.

The crops grown in sections of the county that had plenty of rain last summer is fine tobacco. But in the sections that were dry last season the tobacco is not of the best. A number of the country's big cigar firms are buying, but only in limited quantities, after careful inspection and no fancy prices are being paid. Every indication is that this crop will be slow in passing out of the growers' hands.

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Articles of incorporation have been filed at Lexington, Ky., by the Tattersall Tobacco Warehouse Company with a capital of $200,000. The incorporators are S. T. Harbison, James B. Hall, C. M. Marshall, Jonas Weil, Charles Land, L. B. Shouse, C. W. Spears, Charles Thompson and George A. Bain. A large sales warehouse and tobacco storage plant are to be erected on the Tattersall's property on South Broadway.

In Kentucky the influx of air-cured tobacco of poor quality made a slight decrease in the average price paid. At Hopkinsville slightly under a million pounds sold for an average of $22.51, prices ranging from $12 to $34. Loose floors sales have reached nearly ten million pounds this season.

At Lexington 541,855 pounds sold for an average of $37.43. Prices were off ten to fifteen cents a pound, with much medium and poor tobacco on the breaks. A few fine crops were sold at $60 and $70. Carlisle estimates the total sales of the season at nine million pounds, with comparatively little tobacco remaining in the barns. Present receipts are of rather poor quality, most of the good tobacco having been sold earlier. Paducah quotes an average of $24.50, or from $20 to $27, lugs $10 to $14. Paris markets were steady with an average of $35.08; Mt. Sterling, $31.11; Frankfort, $31.50.

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In Wisconsin the expected has happened and many of the growers have stampeded, reports having been made of the sale of some 280,000 pounds at an average price of between thirteen and fourteen cents, which means very low for some of it. These are quotations largely for stemmer crops, the binder crops ranging from eighteen to twenty-five cents. From thirty to forty per cent. of the crop remains unsold and rather than carry it over many growers will sacrifice it. The minimum price is no longer talked about and even the slump has not attracted many new buyers.

Virginia, Wis., advises that 700,000 pounds were shipped from that point in two weeks ending March 1st of an approximate value of $200,000. This is the best of the crop so far bought, as the present average is less than twenty-five cents.

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In Virginia the Lynchburg Tobacco Warehouse Company reported large sales and satisfactory prices. Some quotations from the district show an average of $31.86 a hundred, with one-fourth at $19, one-third at $24.20, and the balance at $30, $39 and $52.

Stevens & Johnson sold 1825 pounds for $504.38, at an average of $29.88 a hundred. This was sold in six lots, 376 pounds being sold at $23.20; 408 pounds at $25; 94 pounds at $29; 348 pounds at $27; 415 pounds at $30; 106 pounds at $35, and 78 pounds at $40.

***

The Durham tobacco market has sold to date for the farmers 9,464,498 pounds at an average of $35.59 per hundred pounds. It is estimated that not more than ten per cent. of the old crop is in the hands of the planters.

ONE WAY OUT!

The New Taxes added to the cost of tobacco leaf and labor in the cigar trade greatly increase the importance of the Price Question.

Every Cigar Dealer must answer it a hundred times a day until the smoking public is educated to a new standard of prices and values.

How Will You Answer It, Mr. Dealer?

What are you going to say when the Doctor or the Judge or the Business Man explodes a red-hot argument that the price of his smoke is too high or the size of the cigar is too small? Even suppose he agrees with you that the cost of materials and labor and taxes justifies the increases, BUT—the present price of his old smoke puts it beyond the capacity of his pocketbook?

Whatcha Gona Say? Eh?

Well, if you have been wise enough to get 'em, you'll turn to the Manilas in your cigar case and you'll say to the Doctor or the Judge or the Business Man, "Here's something that smokes sweet and clean. It is a nand-made cigar, long filler, and the very best value on the market today at the price. Give 'em a fair try-out for a week, and it's a ten to one bet you'll agree with me."

It Sounds Easy! It Is Easy!

HANDLE MANILA CIGARS
THERE'S MONEY IN IT

List of Manufacturers and Importers on Application

Manila Ad Agency

CHAS. A. BOND, Mgr.

546 West 124th Street New York

Telephone, Morningside 6960

Enemy Tobacco Interests

DETAILS of enemy interests in the American tobacco industry have just been made public in the report of the former alien property custodian, A. Mitchell Palmer, covering the operations of his office during the year 1918. German agents, declared Mr. Palmer, looked upon the American industrial field as a particularly fertile one, and their investments were large and varied. It afforded them excellent means for sowing the seeds of German propaganda and at the same time gave them practically unlimited opportunities for collecting information, both commercial and military, for the use of the German Government and its agents.

"In many of the large German-owned companies taken over by the alien property custodian after investigation," it is declared in the report, "it was found that espionage was one of the chief functions. Every scrap of information of commercial or military value to Germany was carefully gathered by the representatives of these concerns in this country and quickly forwarded to the home office in Germany. The German agents were particularly keen on gathering information that would be helpful to Germany's commercial welfare.

"Once in Germany, this information was carefully card-indexed for the use of German manufacturers. Bulletings of commercial information were also prepared and placed at the disposal of the German manufacturers. In Germany, the collection of all commercial information is under a bureau which is controlled and financed by the great German banks.

"When, in 1916, the relations between the United States and Germany became strained and the war clouds began to gather, the managers of the German-owned concerns in this country became panic-stricken. The cables and the wireless stations were crowded with messages to and from the German owners and their managers in this country, scheming and plotting to arrange their affairs in such a manner as to keep the concerns from being taken over by the alien property custodian. Every conceivable sort of camouflage was used; the flimsiest pretexts were used to transfer overnight corporations valued at millions of dollars. In a few instances, American lawyers joined with the German owners and their agents in their efforts to escape the provisions of the trading with the enemy act, and in some cases it required months of painstaking and persistent investigations to ferret out the enemy ownership."

The enemy interests in the tobacco industry in this country were substantial, following being some of the industries in which these holdings were heavy:

Star Warehouse Corporation, wholesale tobacco business, enemy interest 99 per cent.

E. K. Vietor & Company, manufacturers and dealers in tobacco, enemy interest 99 per cent.

Neuberger Company, Inc., exporters and importers of leaf tobacco, enemy interest 65 per cent. of the common stock and 90 per cent. of the preferred.

American Nicotine Company, Inc., enemy interest $28,400 common and $34,300 preferred stock.

Clersch & Schunemann, leaf tobacco dealers, enemy interest undetermined.

PRINCE ALBERT in the pound crystal glass humidor beats the band for quick-action-profits! At *one* punch of the c. r. you lay aside the earnings on *several* small packages. *Get the idea?* Work your pipe and roll 'em trade and tell them the P. A. humidor story! Let them in on a good thing, *as well as yourself!*

Tip smokers that the P. A. crystal glass humidor has a sponge moistener top and that they can seal the humidor tight and keep all that joy'us P. A. goodness ready to be dug out each day!

Get back of this classy Prince Albert humidor *and get yours!* Certainly is a real piece of change staring you right in the face.

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

TOPIC

Clear Havana Cigars

10c and upwards

BOLD

"Above All"

SEVEN CENTS

Smokes for the discriminating smoker that are perfection in the blending and selection of high grade tobaccos.

Bobrow Brothers
MFGRS.
Philadelphia **Penna.**

All Smoking Tobaccos are Flavored

"Your Nose Knows"

The Encyclopaedia Britannica says about the manufacture of smoking tobacco, ". . . on the Continent and in America certain 'sauces' are employed . . . the use of the 'sauces' is to improve the flavour and burning qualities of the leaves." Your smoke-enjoyment depends as much upon the Quality and kind of flavoring used as upon the Quality and aging of the tobacco. Tuxedo tobacco uses the purest, most wholesome and delicious of all flavorings—*chocolate!* That flavoring, added to the finest of carefully aged and blended burley tobacco, produces Tuxedo—the perfect tobacco—"Your Nose Knows."

Try This Test: Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Guaranteed by
The American Tobacco Co.
INCORPORATED

DEALERS . . . ATTENTION

The new Tuxedo advertising campaign (one ad. of which is reproduced above) is arousing the greatest interest among the pipe smokers of the Nation—and among cigarette smokers too! Here's a campaign that *tells smokers something*—real tobacco *news*. Are *you* getting *your share* of the new business this Tuxedo campaign is creating?

The Salesmen's Ball

AMONG the worthy organizations of the tobacco trade is The Tobacco Salesmen's Association of America, with headquarters in New York. This association comprises many of the prominent cigar, cigarette and tobacco salesmen of that section and may be characterized as a "live wire" organization.

Aside from endeavoring to assist the manufacturers in securing responsible salesmen, they render service of importance not only to their own members, but to the trade in general.

Just at this time they are preparing to "put over" their most ambitious enterprise, an entertainment and dance to be held in the Palm Garden on April 12th.

The entertainment committee announces that they will put on eight star acts, headed by Belle Baker. Every one of these acts will be headliners and it is seldom that any two of them have ever appeared on any one vaudeville bill.

It is not the idea of the association to make money from the entertainment and dance. Rather it is to give those who attend the biggest dollar's worth they have ever had in their lives.

Those members of the retail, jobbing and manufacturing trade in and about New York should not miss this entertainment. The association is worthy of the fullest support and every retailer in New York who can possibly get away should make arrangements to go to the Palm Garden on April 12th.

Tickets and full information can be had from almost any tobacco salesman in New York, or upon application to Leo Rieders, secretary, 200 West 118th Street, New York City.

Philadelphians who expect to be in New York on that date can get information and tickets upon application to THE TOBACCO WORLD.

New York's cigar, cigarette and tobacco salesmen are assuredly popular with their trade and the biggest testimonial that the trade can give to their favorite salesmen is to line up their friends for tickets to the entertainment and dance. Every dealer should mark off the date, April 12th, on his calendar and get in line for tickets for himself, his sweetheart or wife, and friends.

The salesmen promise to make this entertainment and dance one of the biggest events in the trade. Many prominent manufacturers have already taken boxes. A constellation of Broadway's most brilliant stars will shine that night.

Don't miss it!

This way for tickets!

A Pittsburgh "Gazette" item from New Castle, Pa., says: "Probably the oldest man in Lawrence County is William M. Skyles of this city. He will be ninety-five years of age in April and is as hale and hearty as a man of twenty-five years his junior. He attributes his health to plenty of outdoor exercise, and also gives some credit to his use of plug tobacco. Mr. Skyles was born in Allegheny County near Sewickley in April, 1824. He was employed both as a stationary and locomotive engineer during his period of active work."

44 Cigar Co. Inc. **Philadelphia**

A Pair of Winners

John Ruskin **Flor de MELBA**
Is it TOOOO BIG? **The Cigar Supreme**

Mr. Dealer:—A box of JOHN RUSKIN and FLOR DE MELBA —the Cigar Supreme, on your show case will increase your business. We recommend that you carry a supply of them.

THE BEST AT THEIR PRICE

See Your Jobber Now, or Write Us

I. LEWIS CIGAR MFG. CO., Newark, N. J.

Largest Independent Cigar Factory in the World

MAPACUBA
CIGARS
THE ALL-DAY, EVERY-DAY SMOKE
A Lightning Seller!
Every smoker of 10 cent Cigars can be made a REGULAR Mapacuba customer. That means *new* and *regular* profits for *you*. Strongly advertised.
Manufactured by **BAYUK BROS. CO.** *Philadelphia, Pa.*

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

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Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

MOLDS, REGISTERED LABELS AND BANDS for sale. Jos. H. Beck & Co., 240 N. Fourth Street, Phila., Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

WANTED—COMPETENT ASSISTANT PACKER FOREMAN; good opportunity for advancement. Address General Cigar Company, Incorporated, 119 West 40th Street, New York.

BUSINESS OPPORTUNITY

I have a new sanitary smoking pipe, which is likely to become a fad. Want to have same manufactured on a royalty basis. I am using practical model, which I will exhibit at interview. Charles Meissner, 4841 Melrose Street, Frankford, Phila., Pa.

Cigar Salesmanship

(Continued from Page 10)

press him favorably. Appropriate gestures now and then of the kind natural to you will probably help enforce the points you want to make, but don't wave anything. It isn't necessary to stand like a tailor's dummy, but the other extreme is worse.

There is no punch in boasting and bragging. Customers take any form of bluff for just about what it is worth. You know too much about salesmanship to try to help sales by boasting that your store has it all over every other, or that you get all the best trade in town, or that you have a corner on all the best brands. You might impress some poor piker that way, but not the kind of man you want to reach. There is no punch to that sort of thing.

Nothing will put as good a punch into selling conversation as the truth pointedly put—unless the truth about your goods is not favorable, and there again you are safe because a successful salesman will have nothing to do with goods that can't bear the light of truth.

By taking thought we can put punch into our salesmanship, even though we have to begin farther back and develop the ingredients we need for the purpose. The salesman without a punch is certainly handicapped and will have hard work to hold his own in this day of live business men.

Study your next conversation with a customer and your method of presenting your arguments. Analyze it and see whether you can honestly say you think you put behind it all the force you could or should.

Don't hide your light under a bushel!

Set it on a Candlestick

DON'T handicap the natural growth which the merits of your product would make *certain*, just because you are prejudiced; and think the buyers will *come to you*.

They won't!

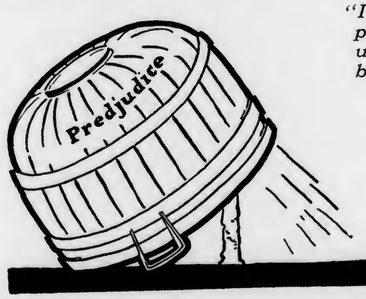
If your product *has* exceptional merit, *enlighten* the buying public through the *modern business force* of publicity.

If there *ever was* a time when people need to *know* about better goods and newer, quicker ways to do things, that time is *right now*.

The buyers *won't* flock to your door, even though the latch string hangs out, *unless* you invite them.

Set your light on the candlestick of Business Paper Advertising—don't hide it under a bushel. Use big space regularly to enlighten the buyers in your field. Ours is one of the *best* mediums through which to *reach these buyers*.

"Is a candle brought to be put under a bushel, or under a bed? and not to be set on a candlestick?"
—St. Mark: 4; 21.



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The Tobacco World
236 CHESTNUT STREET
PHILADELPHIA

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

January Cigar Production

THE following data of tax-paid tobacco products, indicated by monthly sales of stamps, is taken from the statement of Internal Revenue collections for the month of January, 1919, issued by the Commissioner of Internal Revenue, March 4, 1919:

(Figures for January, 1919, are subject to revision until published in the annual report.)

Products	Jan., 1918	Jan., 1919
Cigars (large) Class A...No.	116,348,191	64,965,283
Cigars (large) Class B...No.	317,302,089	293,612,625
Cigars (large) Class C...No.	97,342,984	155,166,228
Cigars (large) Class D...No.	750,557	2,068,661
Cigars (large) Class E...No.	1,090,120	2,893,685
Total	532,833,941	518,706,482
Cigars (small) .....No.	69,439,836	72,458,974
Cigarettes (large).....No.	1,352,379	2,227,650
Cigarettes (small) .....No.	2,447,265,488	3,079,212,253
Snuff, manufactured.....lbs.	2,471,547	2,608,866
Tobacco, chewing and smoking .....lbs.	30,109,316	29,308,616
Playing Cards .....packs	1,149,546	1,609,264
Porto Rico.		
Cigars (large) Class A...No.	3,619,350	5,350
Cigars (large) Class B...No.	7,582,350	2,001,250
Cigars (large) Class C...No.	6,285,000	3,293,615
Total	17,486,700	5,300,215
Cigarettes (large).....No.	140,000	.....
Cigarettes (small).....No.	280,000	.....
Philippine Islands for December		
Cigars (large) Class A...No.	11,322,223	2,200,150
Cigars (large) Class B...No.	7,199,320	19,286,975
Cigars (large) Class C...No.	687,046	1,039,885
Cigars (large) Class D...No.	11,400	.....
Cigars (large) Class E...No.	450	.....
Total	19,220,439	22,527,010
Cigarettes (small).....No.	795,863	170,005
Tobacco, chewing and smoking .....lbs.	75	.....

FROM HAND TO HAND

In an article in the "Detroit News" it is said that "many and various were the quaint customs associated with the toasts of those days (day of Charles II). For example, in certain companies of military officers, etiquette demanded that the cup should be passed from hand to hand." This custom has survived to the present day, shortly to vanish in this country, if it gets "bone dry." In certain companies, not usually military, the can or "duck" is usually passed from hand to hand, with an unwritten but well-understood time limit. The toast is no longer to a king or lovely woman, but a "here's lookin' at ye" to the last man who put up the dime.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

High Cigar Prices

(*Continued from Page 5*)

If we can keep the wheels of industry turning and hold conditions normal, adjustments will work themselves out without creating abnormal conditions. An abrupt lowering of prices would be disastrous to every one. A gradual lowering of prices, if conditions warrant, will not greatly disturb business.

Purchasing agents in many lines state that all indications point to higher prices for certain raw materials in 1919 and 1920.

No consumer seems to have formed any strong attachment for the very high prices that have been paid for everything during the past two years, and the manufacturer is a consumer the same as the rest of us.

If the manufacturer can reduce prices and profitably continue his business he will not hesitate to do so.

As far as we can learn from cigar manufacturers, both large and small, there is no indication at present of an appreciable reduction in prices.

Under these circumstances, if we have been correctly informed, it is hard to see where the jobber or retailer benefit themselves or the trade in talking lower prices.

But there is considerable good sense in the jobber and retailer getting their stocks on hand down to normal and in keeping them there.

W. T. Eisenlohr Dead

WILLIAM T. EISENLOHR, nephew of Charles J. and Louis H. Eisenlohr, widely known in this city and Indianapolis, and throughout the cigar trade, died on Saturday, March 8th, in the Pennsylvania Orthopadic Hospital, in this city.

"Bill" Eisenlohr, as he was familiarly known to his friends, was born in Philadelphia forty-three years ago. He received his training in the cigar business through the firm then known as Otto Eisenlohr & Bros. He remained in Philadelphia until about fifteen years ago, when he went to Indianapolis to take charge of the cigar agency for "Cinco" cigars.

In Indianapolis Mr. Eisenlohr built up a splendid business. He was a most genial and likable man and won friends everywhere. In Indianapolis it is said that "Bill" Eisenlohr knew almost everyone from the members of the fire department to the presidents of the largest corporations. His popularity was unquestioned.

In the fall of 1915 Mr. Eisenlohr came to Philadelphia and became superintendent of distributors' territories for Otto Eisenlohr & Bros., Inc.

He occupied this position about one year and was compelled to give it up because of ill health.

When he partially regained his health he returned to Indianapolis to his old business, which he had kept intact during his absence. He remained in Indianapolis until his last illness, when he came to Philadelphia for treatment.

A widow and two children survive him.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

MACHINERY and SUPPLIES
for Cigarette Factories
New York Cigarette Machine Co., Inc.,
25 ELM STREET NEW YORK, N. Y.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty ($20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TAMPA WHIFFS:—40,987. For cigars, cigarettes, cheroots, little cigars and tobacco. February 17, 1919. Lasteco Cigar Co., Quincy, Fla.

ZILBA:—40,988. For all tobacco products. February 20, 1919. Wm. Steiner Sons & Co., New York City.

VERENTIA:—40,989. For all tobacco products. January 17, 1919. Moehle Litho. Co., Brooklyn, N. Y.

ARMENIAN DREAM:—40,990. For all tobacco products. February 21, 1919. Standard Cigarette Co., New York City.

LIBERTY EIGHT:—40,991. For all tobacco products. February 20, 1919. Moehle Litho. Co., Brooklyn, N. Y.

NOSREMO:—40,992. For cigars, cigarettes and tobacco. February 20, 1919. Herschmann & Brust, Chicago, Ill.

GARCIA ORIGINAL:—40,993. For all tobacco products. January 20, 1919. San Alto Cigar Co., Chicago, Ill.

GARCIA CHICO:—40,999. For cigars, cigarettes, cheroots and tobacco. February 26, 1919. Chas. S. Morris & Co., New York City.

HARRY'S MILLIONAIRE DREAMS:—41,000. For cigars. March 3, 1919. The Harry H. Snovel Co., Van Wert, Ohio.

TRANSFERS

EL APLOMO:—32,868 (Tobacco Leaf), and **32,645** (U. S. Tob. Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 7, 1907, by American Litho. Co., New York City. By various transactions was acquired by Aplomo Cigar Co., Inc., New York City. Re-transferred to Kohlberg & Co., Inc., New York City, February 5, 1919.

GRAN CICLOS:—19,488 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered January 19, 1910, by American Litho. Co., New York City. By various transactions was acquired by Aplomo Cigar Co., Inc., New York City. Re-transferred to Kohlberg & Co., Inc., New York City, February 5, 1919.

EL DESERVO:—34,203 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered April 14, 1908, by American Litho. Co., New York City. By various transactions was acquired by Aplomo Cigar Co., Inc., New York City. Re-transferred to Kohlberg & Co., Inc., New York City, February 5, 1919.

HILDANA:—19,843 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered March 19, 1910, and **35,695** (U. R. B.), for cigars, cigarettes, cheroots and tobacco. Registered March 10, 1910, by American Litho. Co., New York City. By various transactions was acquired by Aplomo Cigar Co., Inc., New York City. Re-transferred to Kohlberg & Co., Inc., New York City, February 5, 1919.

MISS SYRACUSE:—40,060 (T. M. A.). For cigars. Registered January 15, 1917, by Joseph Silver, Syracuse, N. Y. By various transfers was acquired by Ernwein & Silver, Syracuse, N. Y. Re-transferred to The S. & W. Tob. Co., Inc., Syracuse, N. Y., February 25, 1919.

The stockholders of the Union American Cigar Company, of Pittsburgh, Pa., on February 10, elected the following officers: President, G. P. Wandely; vice president, Frank Kitzmiller; treasurer, N. D. Lean; secretary, E. S. Hurt; auditor, D. R. Morris. The board of directors is composed of G. P. Waidely, Frank Kitzmiller, J. J. Satterthwait, George D. Edwards, Edward G. Lang, Charles B. Evans, Joseph F. Cullman, J. E. Cullman, J. E. Stone and N. D. Lean.

The Eberts Grocery Company, of Bethlehem, Pa., the E. H. Trombler Grocery Company, of Easton, and the Martin H. Strauss Company, of Allentown, have combined to form the Davies, Strauss, Stauffer Company, with a capital stock of one million dollars. Jerome H. Foley, who has had charge of the cigar department of the Eberts Grocery Company, will be manager of the cigar department of the new company.

LITHOGRAPHER'S SUPPLIES

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ **INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known**
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Tobacco World
Established 1881

Volume 39 March 15, 1919 No. 6

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

THE MOEHLE LITHOGRAPHIC CO.
CIGAR LABELS AND BANDS
HOME OFFICE CLAPPERTON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
BRANCH OFFICE 170 WEST RANDOLPH ST. CHICAGO, ILL.

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 50 Union Square

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS BANDS AND TRIMMINGS
WESTERN OFFICE
30 N. La Salle St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
914 Drexel Building
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

IRREGULAR PAGINATION

Have you tried one lately?

Through all the ups and downs of war—through any ups and downs in days to come—mild Robt. Burns holds to the same high quality. It is made with the same *full Havana filler*—the same selected Sumatra wrapper.

The three national sizes of Robt. Burns are priced from 10c to 15c. Little Bobbie, a small cigar, but very high in quality, sells at 6c. Robt. Burns *Laddies*, still smaller, come 10 in a package—price 30c.

Robt. Burns

CIGAR

GENERAL CIGAR COMPANY Inc. · 119 WEST FORTIETH STREET · NEW YORK CITY

VOLUME 39 NO. 7

The TOBACCO WORLD

APRIL 1, 1919

LITTLE BOBBIE 6¢

MORE POPULAR, today, than ever, is *Little Bobbie*. And here's why: He's made from mild, long-filler leaf and an imported Sumatra wrapper—just the right "heft" for *pleasant* smoking. He's fashioned by past-masters in the art of cigar making. He's backed by the resources and reputation of the General Cigar Co., Inc.

Little Bobbie is smoked from Coast to Coast, and from the Great Lakes to the Gulf. You'll find him in cigar stores of the better sort. If you don't know *Little Bobbie*, you're missing a fine medium-size cigar whose "circulation" runs into millions every month. Try a *Little Bobbie* today—a great 6c worth!

GENERAL CIGAR CO., INC.
119 W. 40th Street New York City

LITTLE BOBBIE
Exact Size 6c

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., *Philadelphia Distributors*

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

The Oldest Pipe House In America

In order to more closely associate the Dinwoodie Pipe with the name of our house it will hereafter be known as

KAYWOODIE

Kay will serve to identify this superlative pipe with

Kaufmann Bros. & Bondy
New York, N. Y.

KAYWOODIE
formerly the Dinwoodie

ITALIAN BRUYERE
Hand Made Throughout
Aluminum Inbore Tube

La Flor de Portuondo

Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

P. H. GORMAN COMPANY,
INCORPORATED
21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: REPUBACCO, N.Y.

BELGIAN AGENCY WANTED

An old Belgian firm is ready to take the agency for chewing and smoking tobacco brands, cigars and cigarettes, made in the United States. Address with all particulars,

Box 250, % Tobacco World.

Gafla Sumatra Company
QUINCY, - - - FLORIDA

Florida and Georgia
Shade Grown Wrappers

We also sell the new **"Combination"** Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

EL TROVADOR HABANA

EL TROVADOR
CIGAR
MADE IN HAVANA
A High Grade Imported Cigar made of the finest Vuelta Abjoa Tobacco grown on the Island of Cuba
CHARLES LANDAU & CO.
93 SAN RAFAEL STREET, HAVANA, CUBA
45 WALL STREET, NEW YORK

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

USE PHILIPPINE TOBACCO
Binder—Filler—Scraps
IMPORTED DIRECT FROM MANILA
BY
S. J. FREEMAN & SONS, 123 Liberty St.,
NEW YORK CITY

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality — and quality alone

7¢
to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

Volume 39 — Number 7

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, April 1, 1919 — Foreign $3.50

Local Newspaper Advertising Campaigns Offer Great Opportunities to Retailers

IF retail cigar dealers in Philadelphia are not doing a larger and better cigar business, there must be something wrong with the store or the proprietor. Never in the history of the local trade have such a number of big newspaper campaigns on local cigar brands been known.

The retail dealers who have been patiently selling brands without newspaper advertising to back them up, are now coming into their own. Cigar manufacturers are beginning to realize that for them to do a larger business, the dealer must do a larger business. More customers must be brought into the Philadelphia cigar stores to ask for some particular brand.

This means more sales for the dealer, and more profits. Are there dealers so laggard as to fail to take advantage of these efforts of the manufacturers? The progressive merchants have already lined up their windows, and their counters and cases in keeping with these campaigns. No wide-awake retailer is going to permit a customer to come in and ask for one of these advertised brands without having it waiting for him on the counter or in the case.

Failure to supply the brand asked for may discourage the prospective customer, thus hurting the manufacturer and costing the dealer his profit on the sale. On the other hand, if the customer cannot get the brand in one store, he may buy it in another. And if the place where he is first supplied is convenient, it may become his permanent buying place. The dealer who has failed to stock the brand has lost the chance of creating a steady customer.

Thousands of dollars are being spent now to bring new customers into old stores to ask for certain cigar brands. This means a boom for the local dealers. The success of these campaigns depends on the dealer, and to secure more co-operation of the same character the retailers must prove to the manufacturers that they appreciate these efforts, and that they are working every minute to get the utmost in results from them.

And the dealer should not overlook the fact that most of these campaigns are on brands selling for ten cents and up. This means a better class of trade, and better profits. Ten-cent smokers offer all kinds of possibilities in creating box trade. Ten-cent smokers represent, in many cases, a better class of customers to do business with, and they often bring you new customers.

Many a store loses trade because it fails to carry fresh goods, and *advertised goods*. The world is sold on advertising. The retail cigar stores in the city would be cut in half if the brands sold were unknown and every dealer had to create his own sales.

There are few lines of busines today where a man gets by with as little knowledge of merchandising as in the retail cigar game. And the dealer who knows and studies merchandising is doing two and three times the business of the competitor who thinks he needs nothing more than some cigars and a cash register. It is the retailer who backs up the manufacturer and who helps create sales personally that finds business always good.

From a creative standpoint it is worth while pointing out that these advertising campaigns are not entirely the children of advertising agencies. No little credit is due to one of our local morning newspapers. This publication while not a ranking one from the standpoint of mere circulation figures has produced highly creditable results for its advertisers, proving that quality *and not quantity* are determining factors in every merchandising campaign of this character.

We wish to take cognizance of the fact that a number of the manufacturers advertising locally are, and have been, persistent advertisers in tobacco trade papers and in THE TOBACCO WORLD. To the brands of such manufacturers trade paper readers should give especial attention for the reason that it is the advertiser that makes the trade papers possible.

We would like to point out to the dealer that out of possibly 2500 different kinds of trade papers in the country there are not a hundred, the subscription price of which covers the bare cost of producing the paper.

The trade paper is the only real medium for the exchange of thought, the expression of views, and the detailing of conditions and prices among the manufacturer, jobber and retailer. Every retailer who reads his trade paper gets in value many times the subscription price.

The advertisements in trade papers are in reality salesmen calling upon you for your attention to their brands and for your orders. When a salesman calls personally, if you like him, you are anxious that he gets credit for the order. If an ad in a trade paper arouses your interest to the point of making an inquiry, do not

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Soldiers Received Great Values Through Government's Purchases of Cigars

By Preston Herbert, Chief of the Tobacco Section

PRESTON HERBERT, Chief of the Tobacco Section of the Subsistence Division, who went to France at the request of the Government to look into the tobacco situation, and who returned to the United States a few weeks ago, gives out the following account of his trip overseas and outlines the future policy of the Tobacco Section in Washington, adding some interesting figures as to the amount of tobacco products shipped the American Expeditionary Forces:

"At the very outset I wish to declare, as a result of what I learned in France, that in my opinion the war could not have been won without tobacco any more than it could have been won without food. Despite reports circulated by some of the misguided anti-tobacco people there were no cases of men whose health had been impaired through the use of tobacco during the war, and I visited some of the largest hospitals in France and talked with the doctors and nurses who came in daily contact with every kind of case under the sun. Doctors and nurses alike agreed that tobacco has played a very great part in the war and has been of untold comfort and benefit to the men. I place the estimate of the number of soldiers using tobacco in some form at ninety-five per cent.

"Rolled cigarettes have always had the big call among the troops, granulated and redi-cut tobacco following, but these latter types were used largely for cigarette purposes. The consumption of chewing tobacco was not greatly in excess of its normal use in the United States, and the number of men using pipes surprisingly small.

"The consumption of cigars among the American Expeditionary Forces during the period of the fighting was not heavy and the early estimates of the Government as to the quantity of cigars required for France were out of balance with the actual consumption, and as a result there was for some months a large surplus stock of cigars in France. The Government has never issued cigars to the troops as part of the tobacco ration, the ration to the overseas forces being twelve ounces per month distributed in the form of rolled cigarettes or tobacco in one form or another. This ration is handed out usually twice a month. All tobacco products used in excess of the Government issue are now obtainable from the Army Sales Commissaries at the price paid the manufacturer by the Government. When the war was on the Quartermaster sent motor trucks and wagons to the fighting sections and other parts of France where there could not be established permanent Sales Commissaries, or where the Y. M. C. A. or Knights of Columbus had no huts. These motor trucks and wagons, which were often under fire, and at times destroyed completely, supplied the smokes and other articles most needed by the men. Handling sales articles through the medium of motor trucks and wagons was not very satisfactory, but it showed the effort of the Quartermaster Corps to go to the limit to furnish the men with what they wanted. As soon as the armistice was signed the Chief Quartermaster of the American Expeditionary Forces caused to be set up Sales Commissaries in what had been the advanced sections in France and where a number of men were and are still held for special duty. These Commissaries, crude shacks as they are in many cases, hold large and well assorted stocks of clothing, shoes, canned goods, tobacco, cigarettes, cigars, candy, safety razors, toilet articles, and practically everything that a man would want. The rapidity and the thoroughness with which these Sales Commissaries were put together and stocked after the fighting ceased is a wonderful example of the efficiency of the Quartermaster's organization in France, known familiarly as the Services of Supply, or S. O. S. With that organization the one big thing always in mind was to render every possible service to the men. At Verdun where I went to witness the opening of a Sales Commissary in an old French barracks a little outside of the scarred walls of that historic city, I never saw a better stocked General Store anywhere. When the doors opened there was a mad rush for tobacco, cigarettes, cigars and candy. It was the first opportunity the boys had had in a long time of getting the very things they wanted and enough of them. It was a great sight to watch them make their purchase and go back to their jobs a contented and happy lot. There are Sales Commissaries in France where the receipts have been over $3,000 per day.

"All cigars are now sold in original boxes of twenty-five each, at $1, $1.50, $1.75 and $2 per box. A limited quantity of cigars made in Cuba and sold at higher prices. So it will be seen that buying cigars at the cost to the Government in the United States and in Cuba the men got great values. Cigarettes can be bought at cost by the single package, and smoking tobacco by the individual tin or bag. A great quantity of cigarettes and tobacco is sold in full cartons. Chewing tobacco is sold by the 16-ounce plug. The sale of cigarettes to the troops in France has not been altogether consistent with the selling strength of the brands in the United States, because in very many cases the men are quite willing to pay the same price for cigarettes that they paid in the United States, and being able under the Government system to buy, for example, a fifteen cent package of cigarettes for ten cents or even less, there has been some switching of brands. This same condition, in a way, applies also to cigars. There will be no bad effect of the selling of tobacco products at cost to the troops overseas on the business in the United States after the return of the men, it being thoroughly understood and appreciated that the Government has been in a position to favor the men on all sales articles, and as a number of the boys said to me 'the good time of buying tobacco, cigarettes and cigars at cost will soon be over for us.'

"The Tobacco and Cigar industry is indebted to the Quartermaster Corps in France for the very special

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Retailers Should Increase Their Candy Lines

Elliot Church

IT is a demonstrated fact that people who have been deprived of the alcoholic stimulants to which they have been accustomed turn to candy. Now that there is a prospect of the whole country going dry there is going to be a greater and a greater demand for candy. Men who never before purchased candy to any extent for themselves are going to eat more or less of it every day. These men are going to buy it at the stores where they buy their cigarettes, cigars and tobacco if they can find what they want there. In fact they would prefer to buy it there. They have no great desire to make such purchases in candy and drug stores.

It will hardly do, however, for cigar stores to handle candy in bulk. When it is handled in that way the waste is greater and candy in bulk will not look as well in cigar stores as it will look there in neat attractive packages. Cigar stores were the first strictly package stores in the country. While other stores were still selling their merchandise in bulk, cigar stores were selling the greater part of everything carried in stock in packages. The present trend is towards package goods and no store can afford to take a backward step. It, therefore, is apparent that all candy carried by cigar stores should be handled in packages.

Many cigar stores have added a more or less complete line of packaged candy. This line will have to be increased if such stores are going to get their share of the increased candy business which is bound to result from the prohibition movement. Chewing gum and cake chocolate with a few kinds of cough drops carried in stock is not enough. It will not meet the demand. There is bound to be other kinds of candy that are desired by the customers, and these customers are not likely to call for it. It will have to be displayed prominently on the counters and in the show cases in order to make the sales.

Men don't like to buy the candy they are going to consume themselves in large packages. It is not the cost of these packages they object to but the size. They have no desire at all to carry a large box of candy to the office and keep it in a desk drawer. There are many men who do not spend their time in offices. They are outside during the greater part of the day and can hardly carry around large packages with them. What they want is small packages easily carried in the pocket. Since most of the business that the cigar store can expect to do will be done with men, it will be well to bear this fact in mind.

The candy that will sell fastest, and therefore the candy on which the largest annual profit can be realized, is that put up in small packages. The selling prices for these packages may be five, ten, fifteen, twenty or twenty-five cents, but the first requisite of ready sale is that the packages fit the pocket. If they are too large to carry in the pocket there is going to be some difficulty in moving the stock.

A very considerable line may be carried with profit. In fact, all kinds of candy will find a ready market provided it is packed in small packages. Candy manufacturers are not yet giving as much attention to this class of trade as they soon will be. They are not packing enough of their candies in packages which will make them profitable side lines for the cigar stores, but when both the cigar store owner and the candy manufacturer come to a clearer realization of the great market now opening up this difficulty will most surely be removed.

The man who has been accustomed to his morning drink is going to buy fifteen cents worth of candy. Every man, however, is not going to buy this candy in large blocks that he has got to break up or bite each mouthful off like a child. He will want it put up in packages and have the pieces small enough so he can place them in his mouth without attracting too much attention. He wants the candy, he has an overwhelming desire for it, but he does not want to make himself ridiculous.

Here is a demand ready made. All the cigar store man needs to do to take advantage of it is to prepare at once in an intelligent manner to meet it. He knows already the size of the packages that sell best. He will do well to insist upon the candy he stocks being packed in similar sized packages. Have the candy also made in pieces small enough so that a man can reach into his pocket, take out a piece of candy and put it into his mouth without attracting the attention of everyone around him. Remember that these men have passed the stage of sucking sticks of candy. In fact they would be somewhat ashamed to be caught eating candy. Yet there is a great yearning for it when they have been deprived of their alcoholic stimulants and the prospect is that more men will be completely deprived of alcohol than ever before.

Up to date we have had few if any real bone-dry towns. It has never been especially difficult for any man who really wanted a drink to get it no matter how dry the state or city in which he happened to be. The new laws that are being made if at all rigidly enforced, promise to make a very decided change along this line. The result is going to be that men will have to fall back upon candy and the place where they will desire to buy this candy is in the cigar stores where such purchases will attract the least possible attention.

The handling of a limited amount of packaged candy and chewing gum has met with considerable success in the past but in the future it promises to be a very profitable part of the business. The changing conditions are making new demands and the live cigar store proprietor is going to take advantage of these demands.

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attention given from the beginning to the storing of tobacco products. In the early stages of the war the question of transportation and storage was the one great problem to solve; there were practically no warehouses available for the storage of supplies being sent overseas and when transports were unloaded great quantities of goods of all kinds were stored in the open; tobacco and food shared the same tarpaulins before the completion of the remarkable system of warehouses for the proper keeping of supplies. While on this subject I believe it will be of interest to tell what was done in one place in the way of a warehouse project. On January 1, 1918, what was known as 'Intermediate Quartermaster Depot No. 2,' consisted of undrained farm land, occupation by the American Expeditionary Forces being denoted by a lonesome warehouse with a shack for an office, one solitary spur of track and several carloads of supplies which had anticipated the depot by arriving on the scene before the buildings had been constructed. The staff consisted of one officer and one field clerk. Upon the receipt of a car of supplies additional personnel had to be borrowed for the occasion from a nearby Engineer detachment. Between January 1st and October, 1918, a remarkable transformation occurred. The undrained and practically unpopulated farm land had become the Chief American Expeditionary Force Supply Center. There were 102 warehouses with an average length of 500 feet. A network of railway tracks fed the warehouses and open storage spaces, permitting each warehouse to handle ten cars at a time. The depot grounds were systematically drained, stumpage removed and rock roads made. The total number of men at work in 'Intermediate Quartermaster Depot No. 2' in October, 1918, would have made up a town of 7500 male inhabitants. They were housed in 136 barracks. There was also developed at this same place, from absolutely nothing, in the period of five months, one of the largest ice and cold storage plants in the world. The plant has 2,700 boiler horse-power and 2,000 engine horse-power. It has an ice making capacity of 500 tons in 24 hours. The cooling coils for the expansion of ammonia, if laid end to end would reach from Washington to Baltimore and return. The refrigerating capacity of the machines, if applied to ordinary cold storage cooling, is sufficient to cool to the freezing point a building one mile long, one fourth of a mile wide and ten feet high. All the material for constructing the plant, also the machinery and equipment for operating same were brought to France from the United States! These were only two of the many such projects completed and put in full operation by the American Army in France.

"The man to whom the American soldier is indebted for the Government issue of tobacco is Major General Harry L. Rogers, who was the Chief Quartermaster of the American Expeditionary Forces, and who has just returned to the United States to take up his duties as Quartermaster General of the Army. It was upon the strong recommendation of General Rogers that tobacco was made a part of the general ration. There was no time that General Rogers did not look upon tobacco as being almost as essential as food and he insisted that it be stored and handled accordingly. Colonel Clyde B. Crusan, one of the very able assistants of General Rogers, is another man to whom the American soldier must always be indebted. Colonel Crusan worked unceasingly, and it was a religion with him to see that tobacco was distributed to the boys at the front, and when there was not all the tobacco available that the men in and out of the trenches wanted, it was not because the tobacco was not on hand, but because the action was so hot at times that it was physically impossible to move tobacco or other sales articles up to the very front lines. On the whole I know that the men are not only satisfied but enthusiastic over the services of the Quartermaster Corps in caring for their wants in the line of smokes.

"Permit me right here, as a plain American citizen, independent of my temporary connection with the service, to pay tribute to the individual work and to the organization of Major General Harry L. Rogers, Chief Quartermaster of the American Expeditionary Forces. It was his job to see that the Army in France was clothed and fed, that the proper supplies of every kind reached the men and reached them at the right time. Confronted from the beginning of the war to its very finish with obstacles the ordinary man would have given up as hopeless and beyond all human power to set right, General Rogers waded through them all and delivered the goods. He did not sit at his desk at headquarters and issue orders to his subordinates to do all the work, but he was constantly going from place to place to check up the entire operations of the organization. He was at the front under shell fire to see for himself if everything was being done that could be done for the comfort of the men. No weak spot got by him. He was a master of resourcefulness and he raised the standard of the Quartermaster service every single day he was in France. This man has no peer in the Army as an organizer, and in every department under his control could be found men of the highest efficiency and of the highest personal type. From one end of France to the other his accomplishment stands out as a tower of courage and efficiency, and every father and mother whose boys were in France must be grateful always that the organization had such a chief to give them the comforts it was possible to give under the awful conditions of war. When the final chapter comes to be written of the conflict with Germany, of the great number of men who did the work overseas in a great way, the name of General Rogers will be second to none.

"The reports coming to the United States that the soldiers of the Allies were allowed to buy tobacco at will from the American commissaries was partially true during the time of the action. In some cases and under some conditions it was necessary to allow the privileges of the commissaries to the men of the allied forces, and it must be admitted that the American doughboy was liberal with his allied comrades in allowing him to test the goodness of the American-made smokes. As a result American-made cigarettes in particular have won a great standing in France, and the American manufacturer of popular brands could make a clean-up of the cigarette business with but little effort. Of course all tobacco products sold in France are under strict Government supervision.

"There has been some uneasiness on the part of the industry concerning the stocks of tobacco cigarettes and cigars on hand in France—that there was likely to be returned to the United States high quantities to be sold to the embarrassment of the trade generally. There is a surplus of certain types of

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Playing Card Scrapbook Helps Sales

By Clarence T. Hubbard

AN enterprising tobacconist in Connecticut adds to his annual income through a large gross sale of playing cards due no doubt to the rather unique, yet valuable, "card scrap book" he maintains. The scrapbook which is an ordinary one in get-up, contains playing cards of every description. There are cards with odd backs pasted in as well as numbered cards, unusual picture cards, old-fashioned playing cards and a set of English playing cards which always attract attention in their illustrations. These English cards depict a club, for example, as a club showing a picture that somewhat resembles a baseball bat. A heart is real heart-shaped, not the even cut heart so familiar in our playing cards. A spade is the reproduction of a garden spade, and so on. Then there are some Chinese playing cards with peculiar symbols and a large number of ordinary playing cards autographed by famous actors. The "smoke shop" referred to is situated near a popular vaudeville theatre and whenever an actor enters and is recognized the proprietor diplomatically requests his autograph for a playing card, which he promptly places in the album. This keeps the interest fresh for those who have already thumbed the book—steady customers and visitors—are given a chance to see something new. The scrapbook is in loose leaf form, which further permits the live proprietor to occasionally exhibit a leaf or two in the window. This attracts still further attention, all of which leads to ultimate sales. The sales value of the book has not been overlooked, for neatly lettered on each page is some slogan or suggestive buying phrase. For illustration, at the bottom of the page devoted to cards autographed by stage folk this sentence appears: *"If you enjoy a good play take home a new pack of cards and try an old-fashioned game of set back with the family."* Another reads: *"If you want a full house load up with some of our cards and invite in some friends."* Another new one reads: *"Many 'aces' were played in France, but now that the war's over play a few aces at home. There's four in every pack of ours."* With this scrapbook and its affiliated stunts the cigar man livens up his card department to such an extent that it is a real feature and an attraction to the store which reacts not only in the sale of cards but also other things, especially cigars.

One of his latest and most clever stunts was the arrangement of a large placard which he hung up in plain sight on the back wall right over the card case. On this card was listed the names of current shows making a hit in New York and on the road. Opposite each show was pasted a card or series of cards each made clear by a short phrase lettered beside it. Following is a partial list of the attractions with their "card applications" beside them, the cards pasted alongside being the slightly smaller kind known as "second-hand squeezers."

"Oh, Boy,"	A Straight Run.
"Tailor-made Man,"	A Good Suit.
"Winter Garden,"	Queens Up.
"Business Before Pleasure,"	A Fair Deal.
"Polly With a Past,"	One King and a Pair of Jacks.
"Al Jolson,"	A Joker.
"The Follies,"	Queens Trump.
"Somebody's Sweetheart,"	Two Hearts.
"Up In Mabel's Room,"	A Jack-Ace.
"Three Faces East,"	Jack of Hearts, Clubs and Spades.

Whenever a recognized show hits town he announces it in the window together with one of his clever card combinations. In this manner his trade keeps brisk. Do you wonder?

No Material For Germany's Tobacco Industry

Washington, D. C.

REPORTS just received here from an American trade commissioner in Stockholm, Sweden, through the Department of Commerce, declare that the war has brought about an absolute lack of material in the German tobacco industry.

The Central Bureau of Tobacco Manufacturers has announced the closing, owing to lack of materials, of 6000 cigar factories and of the 220,000 workmen employed in this industry in 1916 there are now employed but 80,000. Such a condition, it is declared, is due in great part to the unsuccessful policy of the government in prohibiting at one time the importation of tobacco from Holland, thereby not allowing the tobacco industry to provide itself with a sufficient amount of raw material. As the importation of supplies from Holland in the immediate future will not be possible, the industry will be compelled during the transition period to rely on substitutes. In the production of cigars substitutes for tobacco can be used only to a very small extent, so the outlook of the cigar industry in Germany in the near future is not promising.

C. L. L.

More Cigars Ordered For A. E. F.

THE Board of Review of the War Department has recently approved additional orders for more than 6,000,000 cigars for the forces abroad. The bulk of the list comprises nationally advertised brands and emphasizes some of the points brought out by Preston Herbert in his article which appears on another page. The approved orders in part are as follows:

Cigarettes.

100,000 Pall Mall.
200,000 Omar.
400,000 Lucky Strike.

Cigars.

50,000 Rizal Londres.
100,000 Nabooklish.
150,000 In-B-Tween.
100,000 El Paterno.
250,000 Sight Draft.
250,000 Manuel Conchas Perfectos.
200,000 Counsellor Rothschilds.
155,000 Henrietta Admirals.
300,000 Cinco.
250,000 Feifer's Union Fives.
500,000 Chas. Denby.
500,000 San Felice.
500,000 Muriel Progress.
250,000 Muriel De Luxe.
200,000 Chancellor Sublimes.
150,000 Chancellor Invincible.
100,000 Chancellor Liberty.
250,000 Little Chancellor.
150,000 La Preferencia Club House.
150,000 La Preferencia Knickerbocker.
100,000 Van Dyck Bankers.
150,000 Van Dyck Victoria.
300,000 Little Bobbie.
50,000 Robert Burns Epicures.
200,000 Robert Burns Longfellows.
500,000 Robert Burns Invincible.
500,000 Robert Burns Bouquet.

Sales Of Leaf To Consumers Abolished

Washington, D. C.
(Special to TOBACCO WORLD.)

REGULATIONS defining the status of dealers in leaf tobacco after April 1st have just been issued by the Commissioner of Internal Revenue. The recently enacted revenue law repealed Section 35 of the Act of August 5, 1909, and amended Section 3360 of the Revised Statutes to provide, in part, as follows:

"(e) Sales or shipments of leaf tobacco by a dealer in leaf tobacco shall be in quantities of not less than a hogshead, tierce, case, or bale, except loose leaf tobacco comprising the breaks on warehouse floors, and except to a duly registered manufacturer of cigars for use in his own manufactory exclusively.

"Dealers in leaf tobacco shall make shipments of leaf tobacco only to other dealers in leaf tobacco, to registered manufacturers of tobacco, snuff, cigars or cigarettes, or for export.

"(d) Upon all leaf tobacco sold, removed or shipped by any dealer in leaf tobacco in violation of the provisions of subdivision (e), . . . there shall be levied, assessed, collected and paid a tax equal to the tax then in force upon manufactured tobacco, such tax to be assessed and collected in the same manner as the tax on manufactured tobacco.

"(e) Every dealer in leaf tobacco, . . . who ships or delivers leaf tobacco, except as herein provided; . . . shall be fined not less than $100 or more than $500, or imprisoned not more than one year, or both.

"(f) For the purposes of this section a farmer or grower of tobacco shall not be regarded as a dealer in leaf tobacco in respect to the leaf tobacco produced by him."

The new regulations provide that on and after April 1 every person, other than a farmer or grower, who is engaged in the business of selling leaf tobacco will be regarded as a dealer amenable to the above provisions.

After that date, dealers will be allowed to make shipments only to other dealers in leaf tobacco, or registered manufacturers of tobacco, cigars or cigarettes or for export. Any dealer who makes shipments of leaf to consumers will be liable to fine and imprisonment, and unless he has qualified as a manufacturer and put up the tobacco in packages of statutory size containing not more than 16 ounces each, properly labeled and stamped, and cancelled the stamps, he will be regarded as having incurred the penalties imposed against illegal manufacturers.

A retail dealer in leaf tobacco, however, who has not disposed of all his stock of leaf before April 1 will be permitted to hold such tobacco without qualifying as a dealer, provided he does not sell or offer it for sale. He will also be allowed to dispose of such tobacco after that date in one lot only, to a duly registered dealer in leaf tobacco, or to a manufacturer of tobacco or cigars, without himself being charged with liability as a dealer, upon making application to the collector of internal revenue for the district, who will detail a deputy collector to supervise the transaction and make report thereof to him.

C. L. L.

Honesty In Selling

By Frank Farrington

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HONESTY pays. Of course that is a rather sordid way of looking at honesty, but after all it does pay and there is no harm in accepting the profits that go with it, any more than it is a discredit to a physician to make money in the service of humanity.

But deliver me from the man who is honest just *because* it pays. Next to a man who is honest because he is in jail and has to be so, I suspect the chap who is honest simply because it pays.

If you come from a small town you remember some business man back home whose name was synonymous with honesty; whose word was called as good as his bond. You know how you and everybody else respected that man, and you know too that people liked to do business with him. They patronized him regularly. His store had more steady, regular customers than the stores of the fellows who put up a flashier appearance but who did things occasionally that would not quite bear the spotlight.

Honesty has the same value in the salesman that it has in the merchant. In fact, I think it has a higher value. When a man finds he can trust the salesman, that everything he says is true, it is going to be easier for that salesman to get a hearing and easier for him to sell goods. He can always introduce a new brand with less trouble than the fellow who is now and then caught exaggerating.

We don't like to buy from a man whose goods we have to weigh when we get them home. We want to be able to feel that our source of supplies is reliable. The buyer likes to know that he can depend upon the goods being just as the salesman said they would be.

It is obsolete anyway now to be dishonest in selling. Dishonest business methods have gone the way of the hoopskirt, the high-wheeled bicycle and the Congress shoe—as far as good cigar stores are concerned.

You represent to a large degree the honesty of the store in which you are employed. You are the real point of contact between your customers and your manager. Whether you truly represent in your own characteristics the principles of your store or not, you will be considered as representing them. The management cannot very well offset the impressions conveyed by the methods and words of its clerks.

When you make a misstatement about the cigars in your case the store has lied to the public and the store suffers. You may sometimes be able to make a bigger sale today by stretching the truth, but you will make no sale tomorrow to that customer.

If you set out with a selling speed too high to maintain without falsehood or exaggeration, then let the speed down to where it depends upon a more reliable force.

Honesty is the foundation of selling and when you slip a dishonest stone into the foundation you put in a stone that is going to crumble, and some day it is going to let the house down about your ears. The old if-you-can't-be-honest-be-as-honest-as-you-can basis of selling has passed on. Honesty has become a more nearly exact proposition, and every salesman must be perfectly honest if he is to have the reputation of being honest at all.

A young man went to work for a merchant who told him he would have to tell some white lies in order to sell goods. The young man's conscience would not permit even white lies and he gave up the position and went elsewhere. He succeeded in business and came back ten years later to find his former employer at sixty-five years of age shoveling shavings into a furnace for eight dollars a week. Dishonest business methods in a store are the surest method to a hard-working, horny-handed old age.

The appearance of truth superimposed upon falsehood causes greater calamity when the facts come to light than a bold falsehood at the outset. If you are going to lie, lie at the outset and make it a good one. That will place you where people will know what to expect. It is not the lie we detect that makes us trouble so much as the deception we do not notice at first.

I have heard salesmen say, in excusing questionable selling methods, "All the rest do it," and they too must do it or quit. Then quit! At least be man enough to quit and you will have people with you. There are times when it is to a man's credit that he quits.

When the time comes that you think it necessary to be a crooked salesman, you have come to the parting of the ways, and if the honesty road seems to lead to failure you may be sure the dishonesty road leads to the same place, but at a steeper grade, all down hill and no return tickets.

"Truth crushed to the earth," Bryant said, "will rise again." I am not going to deny that, but if you crush truth to the earth you may be sure it will not rise again without showing the effects of the crushing. If you crush truth in your selling talks it will take a long time for it to come back to where it will look to customers like the real, genuine, honest-to-God truth. It may be the truth; you may know it for the truth, but you will have hard work convincing others of it.

One trouble with dishonesty in selling is that it not only interferes with your own subsequent success, but it interferes with the success of other salesmen. There are some men who develop a distrust of all salesmen because of the dishonesty of one with whom they have come in contact. It seems to be human nature to distrust everybody after one man has gone wrong.

And then, too, if you are dishonest, you are going to give your store a bad reputation that will last after you have been discharged.

You may think you have a right to be dishonest yourself because you assume the responsibility for your own dishonesty. You are wrong. You cannot be dishonest without doing others an injury. If you will not be honest because you want to be, because you are that kind of a man, then at least you should be honest because you have no right to injure others.

It is necessary to draw a straight line between honesty and dishonesty. There is no such thing as semi-honesty. There are no shadings in the matter of truth. Your word about what you are selling is either the truth or it is a lie. It may seem that there is a chance to exaggerate a little without lying, but when you overrate the quality of your goods don't you tell what is not true?

Your reputation with your customers is going to be no stronger than the weakest statement you make about your goods and you will be considered no more honest than your dishonest or exaggerated statements. And the worst of it is your store and its management are going to be judged by your methods.

Of course, there are salesmen engaged in stores where the brands are some of them hard to sell without exaggerating their value. If you are so unfortunate as to be in that position stick to the truth in what you say and keep your eyes open for a better job.

If you are working where the goods are not up to the best standard, don't let that lead you to ruin your own reputation by claiming more for the goods than the facts warrant.

You cannot hold trade on the basis of exaggerations and there is no money to be made selling men just once by hook or crook. The hook-or-crook way of selling ends in the salesman being branded a crook and getting the hook.

If you vary from the truth you will develop a reputation that will spread and meet you wherever you go in search of a new position. Not only will your customers advertise your fault, but your employer and other salesmen will give you a black eye. Everything connected with your successful advancement in the business world hinges upon your honesty.

"United" Might Open Candy Chain

IN a recent announcement to its stockholders, the United Cigar Stores Company, explaining the increase of capital stock from $35,000,000 to $65,000,000, states that this is done in order that the present business of the company may be further expanded and also that it may develop new fields of activity.

Officials of the company, while avoiding definite statement of future moves, explain that during the past few years the company has conducted experimental tests on several hundred side-lines and the increased merchandising activity will lie in this direction. One other possible feature is the operation of exclusive candy stores. Negotiations are now being conducted with one of the important candy manufacturers, but as yet nothing definite has been settled.

Most of the stores of the United Cigar Stores Company in the South are equipped with soda fountains. Large quantities of candy is sold in these and other stores and in describing the kind of sidelines handled by the company, officials emphasize that the product must be of such kind that requires no selling effort. In the case of candy, cough drops, chewing gum, etc., these are merely merchandized through being placed on display.

"Within the past six years the business of the company has more than doubled in volume, without any increase in capitalization," reads the stockholders' circular. "The company has no outstanding bonds or other securities.

"With the assurance of peace, the mark-time policy pursued during the war has vanished and the business has been largely extended in the real estate field and in the opening of stores.

"The Board of Directors in recommending this increase of the capital stock has done so in order that the present business of the company may be further expanded and also that it may develop new fields of activity. With these extensions in view, the Board of Directors has acquired for the company a number of large and valuable leaseholds, and arrangements are now going forward for the purpose of fully developing these new fields of activity of the company as well as those lines of merchandise which have been heretofore handled by it.

"The increased capital of the company, if authorized by the stockholders, will enable the Board of Directors to extend the business of the company along the lines indicated and also make readily available such common stock as from time to time, it may be contemplated, shall be issued as stock dividends."—*From Printers' Ink.*

The Gradiaz-Annis Company, of New York, now occupies its new quarters at 535-539 East Seventy-fifth Street. The head of the company is L. Gottsegen, formerly of 213 Pearl Street, as the Gottsegen Cigar Company. With J. B. Annis he formed the Gradiaz-Annis Company, 47 Greene Street.

The Corona Cigar Company, of New York, has been organized for the purpose of operating retail stands and stores. One has just been located at Broadway and Twenty-fifth Street. These stores and stands will feature the brands manufactured by Garcia & Vega.

A Truly Cuban-American House

Compañiá Litográfica de la Habana

OF HABANA, CUBA

The Republic of Cuba being a part of the Western Hemisphere is as much a part of America as we are here in the UNITED STATES of America and therefore we say

A Truly Cuban-American House

Compañiá Litográfica de la Habana, offers to the Trade QUALITY in the production of Cigar Box Labels, Cigar Bands and edgings.

Quality is the great factor in Merchandising today. If you want the Best there is in Lithography for the proper dressing of your product and Boxes,

CALL ON US.

The question you will have to decide is this—

DO YOU WANT THE BEST?

If you do we can make it for you.

Make the appearance of your package serve a double purpose. As your advertisement (appeal to the smoker) and also because of the appearance, your silent but ever-ready salesman.

The attractiveness of your package in the Retailer's Show-Case will tell the Story.

Conditions under which we have been working are becoming more normal as each day passes and therefore shipping facilities are improving.

Yours for QUALITY service,

Compañiá Litográfica de la Habana

New York Office:
Garrett H. Smith
U. S. and Canadian Agent
50 UNION SQUARE, N. Y.

Home Office: *Sn. Jose 23*
Habana, Cuba

Do not forget the Sanitary Gumless Bands. Let us have your inquiries and explain this to you.

How Jim and Bill Manage Themselves

By John Leitch

(Reprinted from "Factory," the Magazine of Management)

A FEW weeks ago we printed in THE TOBACCO WORLD excerpts from a speech of John D. Rockefeller, Jr., in which was outlined the workings of an industrial democracy.

Herewith is presented a true story of the formation and operation of an industrial democracy by a concern allied with the cigar and tobacco industry.

Every employer of labor will profit from reading of the ups and downs of this organization. The best part of it is the undeniable fact that such an arrangement is not only a success in this particular case, but a profitable success for both employe and employer.—EDITOR.

THESE points have become clear to me through my dealings with workmen, especially in factories where the work is repetitive and monotonous.

1. That wages alone are not enough to hold men and to induce them to do their best work.

2. That in addition to wages sufficiently large to permit workers to live comfortably, they must have some interest in the work apart from the money return—a pride of product, something akin to the old pride of craftsmanship. They must have ideals.

3. That these ideals and consequent interest may be created by giving to the workers a share in the government of the factory, in so far as it touches themselves, and ample political machinery managed by them to ensure a universal "square deal"—that is, they must create for themselves, under supervision, a kind of industrial democracy.

4. That work interest cannot be had under mere quantity production, because that is, of itself, destructive of ideals. Quality must come first. Then quantity will care for itself.

I have applied these principles under many conditions of work and workmen and have proved them to myself time and again. I have found that if an owner looks at a factory as though it were a little nation and then formulates a democracy therein on the lines of the government of the United States, the people, once they are assured of your sincerity will, regardless of race or color, turn into their work a new brain force and energy of astounding dimensions. The owner will then find, for the first time, that he is hiring whole human beings—where he had before hired only hands; now he has both hands and brains.

I take it that the greatest waste in this country is the human; that machinery and perfection of system count for little or nothing unless they are aided by willing people; that a good man with a poor tool will do twice as much as a shirker with the finest known tool. We can triple the production of the country if only we take up the human slack. But no outside force can take up that slack. A man can be led, but he cannot be forced. All manufacturing problems will solve themselves, if only the people be brought around to working *with* the company instead of simply *for* it.

In the light of these statements look at the history of what industrial democracy has done in the factory of William Demuth & Company, makers of pipes and smokers' articles. This company employs some nine hundred men and women of whom nearly all are foreign born and about twenty per cent. speak little or no English. Pipe making does not appeal to Americans; it requires great care, a deal of hand work, and monotonous repetition. A briar pipe is first roughly cut from a root, is then bored, and finally shaped against revolving discs covered with sandpaper; this sandpapering is expert work; the eye is the only judge of the proportions, and even a small slip will sometimes destroy the whole value of the wood and the work that has been previously put on it. After many workings down by successively finer grades of sandpaper, the bowl is polished and finally mounted for the market.

This company has a modern factory with plenty of light and air, it pays good wages, mostly on a piece basis and, until the war began, had little trouble in keeping a fairly stable force. But once the high bidding of war contractors was heard through the land, the workers began to leave.

It takes a long time to train a pipe maker and, because there are so few pipe factories in this country, the company has never had a reservoir of skilled men to draw on. Operators are hired "green" and then taught. While learning, a man is paid day wages, but he goes on to piecework as soon as his daily output at piece rates equals or exceeds the day rate. Under war conditions, no sooner had a man been taught than he left for another job; the turnover was very high and consequently the pipes were produced at an exceedingly high cost; many fine pieces of wood that should have made "firsts," turned out as "seconds" or "thirds."

The people regarded their jobs lightly; they would leave on the slightest criticism and they had no interest whatsoever in doing good work. They wanted money and nothing more; they wanted money and without giving a proportionate return; because they found that they had to give some pretense of return, the management was not popular. Exactly the same conditions, as every manufacturer knows, existed in ninety-nine out of every hundred factories in the country.

My problem was to get this crowd interested in their work, to make them one with the company, to introduce a spirit of co-operation which would reflect higher and happier pay for the men and a better product for the company. It was a serious problem.

I knew that one concept is universal: that is, that every human being, every dumb animal responds to justice. If that idea could be put across, the problem would vanish. But how could it be put across? It could not be established by preaching. They could learn only from example. If we wanted justice, co-operation, economy, energy, and service, we should

"Universals" Bring Prosperity

AMERICA has learned two things from these strenuous years; namely, the value of big production, and the importance of preventing waste.

Hand-stripping is a slow method and it wastes tobacco; hand-labor is slow and irregular. Therefore American cigar-manufacturers, large and small, are rapidly installing the

UNIVERSAL TOBACCO STRIPPING and BOOKING MACHINE

More than a thousand manufacturers today use from 1 to 400 "Universals" in their factories. Their production is booming; they are turning out more cigars, better made, at lower cost.

Write today for demonstration (without obligation) in your own factory with your own tobacco, that "Universals" bring prosperity.

Catalog and Price List upon request.

The "Universal" saves labor and space—one operator does the work of two or three hand-strippers.

The "Universal" saves stock — no tears or curled tips in the finest leaves — clean-cut tobacco in the best possible shape "for work."

The "Universal" increases production — cigar-makers turn out 35 to 50 more cigars a day.

Universal Tobacco Machine Co.

79 FIFTH AVENUE, N. Y.

FACTORY: 98-104 Murray St., Newark, N. J.

have to "show them." I brought all of the people together in the biggest department of the factory to try to explain what justice really is.

I explained a dividend system; just how we intended to work together—that we should not only govern ourselves but that, of all the savings made in the cost of production, one-half would go to the company and the other half to them. They warmed up a bit to the idea of getting some extra money, but otherwise they were cold.

We held meetings once a week through five weeks to adopt what I told them was to be the business policy of the whole company—from president to the newest learner—and which was to guide all our actions. The policy rested on the four corner stones of justice, co-operation, economy, and energy, and supporting the capstone of service.

Then we organized, with this policy as a kind of constitution, a government on the same lines as that of the United States. The Cabinet consisted of the executive officers of the company, with the president of the company as president of the Cabinet. The legislative bodies were a Senate made up of all department heads and foremen, and a House of Representatives elected by the employees themselves. The elections to the House were by departments—one representative for each twenty employees.

The term of office was one year. The various bodies elected their own officers and adopted by-laws covering their procedure and committees. The House had as officers, a president, a vice president, a secretary, and a sergeant-at-arms; and these standing committees: Program, Imperfect Material and Poor Workmanship, Suggestions, Publicity, Safety, Flag, and Educational. Later have been added Inspection, Sanitation and War-Emergency Committees. The official make-up of the Senate was similar to that of the House.

Then we started to govern ourselves under this new dispensation, with the understanding that all rules and regulations affecting the employees were to be in the hands of the Legislature, subject to the confirmation of the Cabinet. No limits to the self-governing zone were set and subsequent events proved, as I have always found to be the case, that no limits needed to be set. Employees, given responsibility, will honestly discharge it.

It is true that their initial interest was purely financial. These people had no practical conceptions of democracy. Representative government meant nothing to them; they had heard vaguely of various assemblies, but they never had discovered that the form of government made much difference.

They were in America to make more money than at home. For co-operation in the abstract they cared not at all. Neither could they see a connection between a man staying away and the amount of wages the company should pay. The dividend first taught co-operation. For instance, a number of men decided to celebrate an Italian holiday. They stayed out. At the next meeting of the House of Representatives it was announced that the dividend would be only twelve per cent., but that it would have been higher had not the men taken the holiday. That is, a man who earned $20 a week got a dividend of $2.40 instead of $3—he lost 60 cents because some other fellows did not work.

It is one thing to leave a shop knowing that only the company and yourself will lose money by your act, but it is quite another matter to realize that your fellow workmen will also lose money. Co-operation is a mass force; the dividends are due to mass action. The mass can bring in co-operation as quickly as it can create disorder.

The representative system did not work smoothly. A few of the elected representatives did not attend meetings—some because they did not grasp the idea, others because they were afraid they might be called on to speak and thus expose their curious English. But other members did catch the theory of representative government from the start.

Of course, at first, they believed that the whole idea was a fake, but they were willing to be convinced; and once they had the conviction of our sincerity, they went to any length to make the experiment a success. They knew and were in touch with the mass, and they knew the mass psychology thoroughly.

For instance, half a dozen men who could not speak English walked out. We took it up at a House meeting. One of the representatives explained:

"These fellows do not speak English. All that they know how to do when they do not like anything, is to quit. That is the only way they can express themselves."

The House appointed a committee to investigate and traced the whole trouble to some trivial error of allotment in the work; it had not been called to the attention of the head of the department. The committee hunted up the men, talked to them in their own language and had them back within a few hours. This incident brought up the importance of having a single language in the plant instead of half a dozen. The House was discussing a shop paper for general circulation in the factory. It may be of considerable interest to read the minutes:

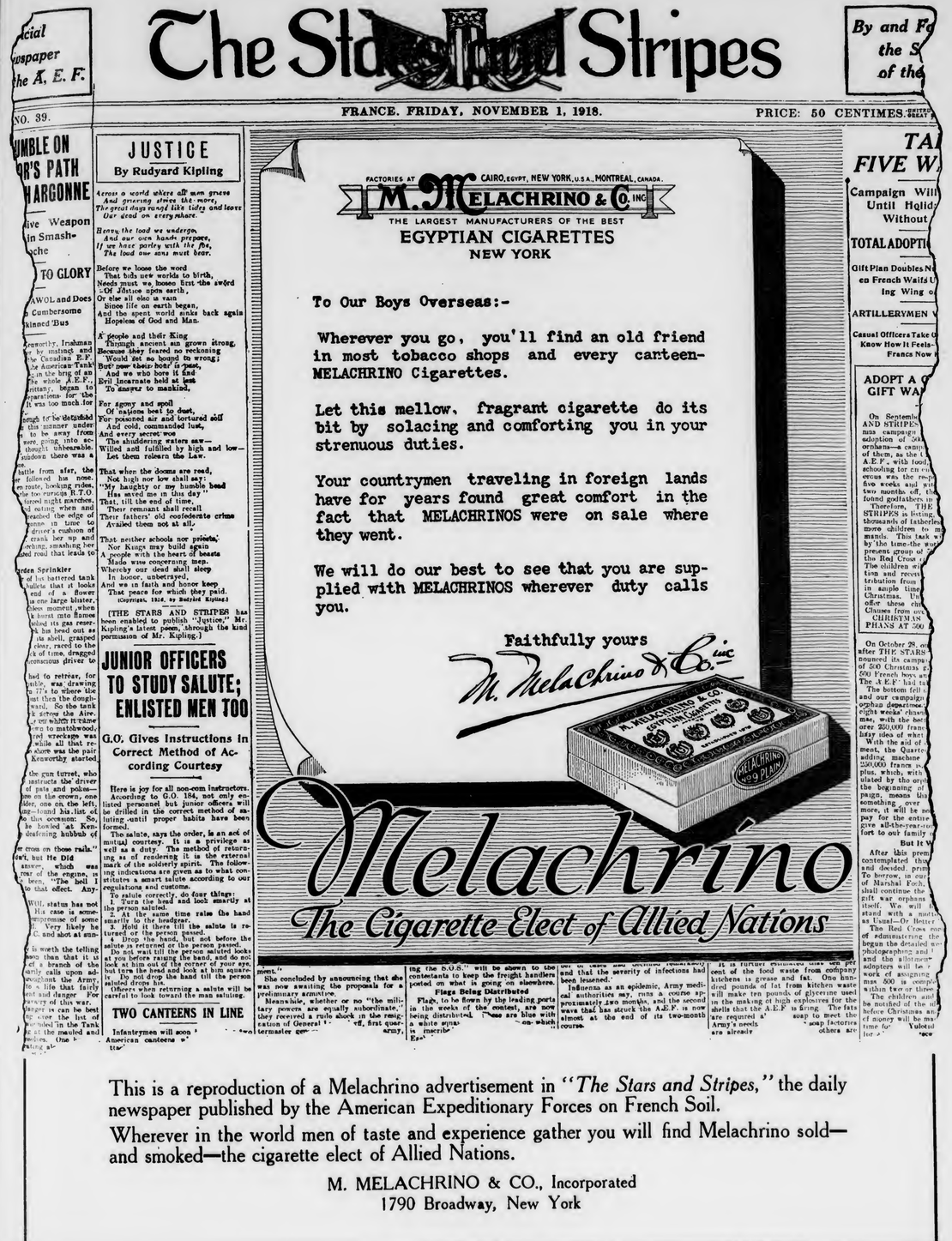
"Someone asked whether it would be advisable to have the paper printed in different languages. The people who live in this country must speak English *sometime* and they might as well learn now. If we keep on printing in different languages the people will not learn to speak English. We ought to print it in one language only and that—English."

They were determined that no dividends were going to be lost in that place just because some of the people could not understand what was going on.

Unhesitatingly I say that the dividends were the first feature of the new plan to awaken interest—they were our first "point of contact." Increasing wages may cause the recipient to think that you are generous; more than likely it will convince him that you are an "easy mark."

Neither conviction makes for good work. Wages should not be generous, they should be just. An overpaid man has as little of the co-operative spirit as one who is underpaid. These men awakened to the knowledge that there was justice in this world through the stimulation of the pay and dividend envelopes—not because of the contents, but because of the essential justice of the sums.

A group claimed that their rates were unjust, that with a certain style of pipe, a man might make a third more in a day than with another style; thus the distribution of work and not the ability of the workman controlled the day wages. Under the old system this complaint would have been directed to the foreman, and he would have said "Yes" or "No" on his indi-



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The Stars and Stripes

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NO. 39. FRANCE. FRIDAY, NOVEMBER 1, 1918. PRICE: 50 CENTIMES.

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JUSTICE

By Rudyard Kipling

Across a world where all men grieve
And groaning strives the more,
The great dogs range like tides and leave
Our dread on every shore.

Heavy the load we undergo,
And our own hands prepare,
If we have parley with the foe,
The load one sees must bear.

Before we loose the word
That bids new worlds to birth,
Needs must we loosen first the sword
Of Justice upon earth,
Or else all else is vain
Since life on earth began,
And the spent world sinks back again
Hopeless of God and Man.

A people and their King
Through ancient sin grown strong,
Because they feared no reckoning
Would set no bound to wrong;
But now their hour is past,
And we who bore it find
Evil incarnate held at last
To answer to mankind,

For agony and spoil
Of nations beat to dust,
For poisoned air and tortured soil
And cold, commanded lust,
And every secret woe
The shuddering waters saw—
Willed and fulfilled by high and low—
Let them relearn the Law.

That when the dooms are read,
Not high nor low shall say:
"My haughty or my humble head
Has saved me in this day."
That, till the end of time,
Their remnant shall recall
Their fathers' old confederate crime
Availed them not at all,

That neither schools nor priests,
Nor Kings may build again
A people with the heart of beasts
Made wise concerning men,
Whereby our dead shall sleep
In honor, unbetrayed,
And we in faith and honor keep
That peace for which they paid.

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(THE STARS AND STRIPES has been enabled to publish "Justice," Mr. Kipling's latest poem, through the kind permission of Mr. Kipling.)

JUNIOR OFFICERS TO STUDY SALUTE; ENLISTED MEN TOO

G.O. Gives Instructions in Correct Method of According Courtesy

Here is joy for all non-com instructors.

According to G.O. 184, not only enlisted personnel but junior officers will be drilled in the correct method of saluting until proper habits have been formed.

The salute, says the order, is an act of mutual courtesy. It is a privilege as well as a duty. The method of returning as of rendering it is the external mark of the soldierly spirit. The following indications are given as to what constitutes a smart salute according to our regulations and customs.

To salute correctly, do four things:

1. Turn the head and look smartly at the person saluted.
2. At the same time raise the hand smartly to the headgear.
3. Hold it there till the salute is returned or the person passed.
4. Drop the hand, but not before the salute is returned or the person passed.

Do not wait till the person saluted looks at you before raising the hand, and do not look at him out of the corner of your eye, but turn the head and look at him squarely.

Do not drop the hand till the person saluted drops his.

Officers when returning a salute will be careful to look toward the man saluting.

TWO CANTEENS IN LINE

Infantrymen will soon ... American canteens ...

FACTORIES AT CAIRO, EGYPT, NEW YORK, U.S.A., MONTREAL, CANADA.
M. MELACHRINO & CO. INC.
THE LARGEST MANUFACTURERS OF THE BEST
EGYPTIAN CIGARETTES
NEW YORK

To Our Boys Overseas:-

Wherever you go, you'll find an old friend in most tobacco shops and every canteen-MELACHRINO Cigarettes.

Let this mellow, fragrant cigarette do its bit by solacing and comforting you in your strenuous duties.

Your countrymen traveling in foreign lands have for years found great comfort in the fact that MELACHRINOS were on sale where they went.

We will do our best to see that you are supplied with MELACHRINOS wherever duty calls you.

Faithfully yours
M. Melachrino & Co. Inc

Melachrino
The Cigarette Elect of Allied Nations

She concluded by announcing that she was now awaiting the proposals for a preliminary armistice.

Meanwhile, whether or no "the military powers are equally subordinate," they received a rude shock in the resignation of General ... ff, first quartermaster ... army.

ing the S.O.S." will be shown to the contestants to keep the freight handlers posted on what is going on elsewhere.

Flags Being Distributed

Flags, to be flown by the leading ports in the weeks of the contest, are now being distributed. ... on which a white ... is mecrib... course.

... the severity of infections had been lessened.

Influenza as an epidemic, Army medical authorities say, runs a course approximately two months, and the second wave that has struck the A.E.F. is now almost at the end of its two-month

It is further ... cent of the food waste from company kitchens is grease and fat. Onu hundred pounds of fat from kitchen waste will make ten pounds of glycerine used in the making of high explosives for the shells that the A.E.F. is firing. The fats are required a... Army's needs are already ... soap factories others ar...

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This is a reproduction of a Melachrino advertisement in "*The Stars and Stripes*," the daily newspaper published by the American Expeditionary Forces on French Soil.

Wherever in the world men of taste and experience gather you will find Melachrino sold—and smoked—the cigarette elect of Allied Nations.

M. MELACHRINO & CO., Incorporated
1790 Broadway, New York

vidual judgment. Nearly all foremen fix rates by what might be called "scientific sentiment."

Under the new system the complaint went to a representative and he brought it up before the House. The House appointed a committee; it fully investigated and tendered a report stating that the rates were incorrect and recommending certain changes. It gave the full reasons. The bill then went to the Senate, was passed by them, and finally approved by the Cabinet. The complainants not only were satisfied but they found a sense of future security. That feeling was contagious.

Other wage complaints came up, were similarly investigated, and decisions arrived at. Some of the decisions were affirmative and other negative. Formerly when a foreman refused, discontent followed. But the force of public opinion now sustained the democratic decisions.

The mass awakened; the foreman awakened; all of them began to realize that there were merits in self government. The foremen learned they could make good showings in their departments only by helping and not merely by bossing the people under them. Even the superintendent of the factory began to thaw out.

He had held that the factory force was a working army and should be ruled with stern, military discipline. He mellowed; he began making, although at sufficiently long intervals, remarks that were not reprimands. He wanted to do right; he tried to do right according to his lights and finally he did do right. And as he progressed so, keeping pace with his own progress, went his popularity and authority.

In the patching department, where they putty up slight defects in the pipe bowls, was a group of middle-aged Italian women. They all had hair-trigger dispositions and, their work being monotonous, they were always on edge for excitement. Their leader was Rosa, a brawny Amazon, of perhaps thirty-four, with flashing eyes set in a round, swarthy face, out of which could race countless words per second.

We had in a committee meeting been discussing poor patching. One of the committeemen was asked to point out to Rosa that she was not patching to the best advantage. He did not like the assignment. If you had entered a minute after him you would have seen a wild Rosa on her feet.

"You no like my work?" she shouted. "Come on, girls," and in an instant the whole department was up, rallying around Rosa and, as they call it, "on the strike." Just as though she had been a child the committeeman took her arm. "Aren't you ashamed, aren't you going to try to help me when I'm trying to help you? Aren't you ashamed to act in this way?" She stopped talking. She dropped into a chair—she was crying. "I do so bad. You speak so kind." And thus ended the "strike."

In one case the House of Representatives, composed of workers, recommended the removal of a foreman because he was incompetent. That put the workers and the supervisors in the right relation. In the beginning the workers had been afraid to complain to their representatives about a foreman and if they did the representative was fearful of taking the complaint before the House lest it might come to the ears of the foreman. It took some time to let both the workers and the foremen know that complaints were stimulants to better business.

The labor turnover throughout the plant was serious; as soon as the representatives and senators realized that this affected dividends, they investigated. They found that in the sandpapering department, which was the largest, many of the newer workers left or were discharged within a period of thirty days. Of ten men taken on in one day, one left the same day, two the next day, three stayed about three weeks, and the remaining four left gradually over a period of six weeks, all stating that the work was too hard for the money. The work was hard and disagreeable, involving the shaping of the pipe against a high-speed convex disc covered with sandpaper.

The hands and wrists of the operator have to be very flexible to make quickly the necessary turns and twists. Elderly men are too stiff-jointed to learn the work, so the recruits are drawn from boys ranging between eighteen and twenty-five. The work is dusty and tedious and does not appeal to the better class of young men. As a rule, less than half of the men in the department know much English. Yet, it is a critical section.

Commonly about one hundred men are employed; the best of them will earn on piece rates between $35 and $40 a week with a general average of about $24, but it formerly took many months to make even a second-class operator. Because of this long training at low wages, less than twenty per cent. of the new men stuck. The foreman in that department was always at his wits end to keep up production.

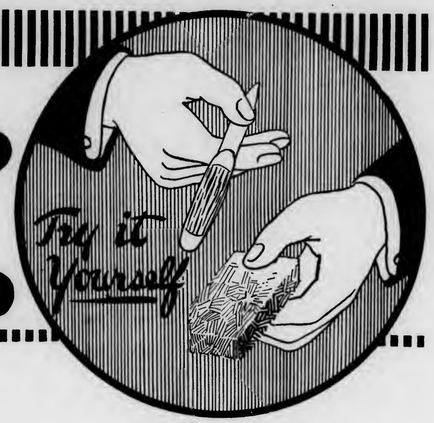
Calculating that it cost the company $100 to train a sandpaperer, which investment was lost when the man left, it demonstrated that the company lost through the year in this single department money, which saved, would pay about $14,000 in dividends to the employees.

Those figures impressed the sandpaper workers. They set about finding ways and means to get the dividend. Their first step was to cut down the training period. They suggested that certain of the men be employed to teach newcomers. The result was that new men found themselves making a satisfactory wage on piece rates at the end of about three months, instead of at the end of a year.

It became a matter of moment when a worker said that he was going to quit; his fellows got around him, tried to find out what the trouble was and to persuade him to stay. Their whole attitude toward each other changed. Formerly they had gangs and cliques, especially the Italians; if a man became unpopular he had to get out and if he did not get out he was apt to get hurt. But all of that ended when they found that forcing a worker out was money out of pocket. That put quite a different face on it. First they found that it was financially better to have harmony.

The ordinary workman just "gets by." He seldom suggests new improvements. In the beginning he may think of how to do something better but when he takes up his suggestion with the foreman (who is the only man he can reach) he finds that it is not welcome and thereafter he keeps to himself any ideas. Foremen are constitutionally opposed to change.

The Senate and the House appointed a joint Committee on Suggestions and made a schedule of rewards ranging from $1 to $5. They got suggestions. The making of pipes had been more or less static. So much of the work is done by hand that it has adhered pretty closely to the practices of the old country. For instance, the machine for the rough cutting of the block which later becomes a pipe had not been improved in



Star Tobacco

STANDARD FOR 49 YEARS

Mellow, tasty STAR was popular nearly half a century ago. That old-fashioned quality keeps it the *favorite* today.

STAR'S big, thick plug doesn't dry out like the ordinary thin plug—and you get more chews.

Chew STAR—you'll enjoy it.

Liggett & Myers Tobacco Co.

STERN PATENTED
CIGAR CONTAINER

A most attractive package for 5 cigars

Manufactured exclusively by

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York

Cigar Labels, Bands and Trimmings
of Highest Quality

SELLING AGENTS
ADOLPH FRANKAU & CO., Inc.
129 Fifth Avenue, New York

SELLING REPRESENTATIVES
E. C. McCullough & Co., Inc. - - Manila, P. I.
B. B. B. Co. (Canada) Ltd. - - - Montreal
J. W. Streider Co. - - - - Boston, Mass.

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors
stocking—displaying—recommending
it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

twenty-five years. Once the suggestion idea got about, a workman came forward with a plan for a new machine. It was built according to his designs. One man with this machine does more than two men operating two of the old machines could do.

The polishing and buffing of a meerschaum pipe is a highly delicate operation which has always been performed by hand. The foreman of that department devised a machine which polishes better and more evenly than by hand and with it one man is more than equal to three hand workers. An improved chuck for boring rubber bits increased that department's production about 300 per cent.

Take the patching department. The men discovered that far too many "seconds" and "thirds" were coming through. Their dividends lay in "firsts." A joint committee of the House and Senate took up the subject. Skill had never been at a premium in that department. A hole was just a hole. Then the committee began to plan changes. They decided that, instead of a rough task, this was really one requiring an artist. They insisted first upon care and followed up with a delicate machine process to replace the rough hand work. They turned hundreds of former seconds into firsts and former thirds into seconds.

A company makes its money out of quality. The emphasis in this factory was placed on quality. Through the dividend system the men came to know that, although rushing their work and turning out inferior goods might increase their individual pay, it would so decrease the mass dividend that their net return would be less than if they had devoted themselves to perfect goods.

They did attain quality and also production in a most remarkable fashion. The sandpapering department increased its wages through increased production by ten per cent. and on the quality side there was an even more greater improvement. The big production—in spite of poor material—is now in "firsts" and "seconds." The whole product of the company has gone to a considerably higher plane than ever before. The stress has been on quality—that has been first. Quantity has come as of course.

They had been working fifty-three hours. The shop legislature reduced to fifty—and got a ten per cent. increase in production. Now they are experimenting with a forty-eight-hour week. They are doing all this themselves and at the same time watching dividends. They have touched seventeen and one-half per cent. in dividends and they intend to go higher. They compete by departments for efficiency records—the leading department holds the Stars and Stripes for a two-weeks' period. And they fight hard for that flag!

The labor turnover, except for unavoidable causes, such as death and the draft, has become almost negligible. Formerly it was hard to hire people; now there's a waiting list which is constantly growing.

A general campaign in Philadelphia on clear Havana cigars would benefit all clear Havana manufacturers. The chief trouble with clear Havana cigars in Philadelphia seems to be that in the natural course of events clear Havana smokers occasionally die and no effort is ever made to create new ones.

It's toasted

Back to the desk after lunch

Light a Lucky Strike cigarette—the real Burley cigarette. The flavor of the Burley tobacco is developed and enriched by toasting.

Open your package this way

LUCKY STRIKE cigarette

It's toasted. Try the real Burley cigarette. Buttered toast has flavor because it's toasted. Same with Lucky Strike Cigarette.

It's toasted

Guaranteed by
The American Tobacco Co.
INCORPORATED

(*Continued from Page 8*)

tobacco in France, but it is not now serious. It was necessary always to carry a large surplus of everything. Since the signing of the armistice the army in France has accommodated some of the allied nations with a quantity of tobacco. There has been a perfect famine in tobacco products with the civilian population in France, Belgium and Italy, and England has also been very short of smokes. As to the stock of cigarettes in France the last inventory showed a little more than sixty days' supply. From September to November, 1918, inclusive, an average of 600,000,000 cigarettes per month were shipped to France; 400,000,000 were requisitioned for the month of February. The stock of cigars in France is not now excessive owing to the fact that for a number of months there was no buying of cigars; however, what is there is unbalanced to some extent, the generally unknown brands moving slowly. The quantity of cigars now being requisitioned for shipment overseas is going down in volume, and from this time on will continue to grow less and less, otherwise the situation in cigars might present a problem for the Government as well as the manufacturer. To facilitate accounting it is going to be necessary from now on to very largely reduce the number of brands of tobacco, cigarettes and cigars shipped overseas. No more clerical help than is absolutely necessary to carry on the work of the Quartermaster Corps will be held in France, and to keep track of supplies with the least number of men means that there must be concentration of all sales articles. So in tobacco products, as far as it is possible to do so without imposing too great a hardship upon a limited number of manufacturers, purchases will be made of the brands with which the troops are most generally familiar and which have up to this time proved the most acceptable to them.

"The chief object of my trip to France was to get a line of stocks on hand, what class of goods were the most desired, the method of supplying smokes to the troops and the quantity of supplies likely to be required in the future. I was given the opportunity of visiting General Supply Depots as well as the Sales Commissaries in different parts of France and a very careful inspection was made of stocks, and a most thorough investigation of the system of supplying the troops with the different brands of tobacco, cigarettes and cigars. I can say that it was not possible at any time during the war, and even now it is not possible to arrange for the number of brands sent overseas to be always distributed to the points where men are located who knew or used specific brands in their home territory in the United States. There are many good reasons why such a scheme will not work out. So it means that brands with national distribution and sale at home must naturally get the volume of the business hereafter. In going to the Supply Depots and the Sales Commissaries I found that stocks of all brands of tobacco, cigarettes and cigars known to smokers generally throughout the markets at home had been well cleaned out, and the surplus stock on hand was made up of some good brands which had not yet gotten to the men familiar with them, together with some goods of a class which had been shipped overseas at the beginning of the war and which never should have been bought; this latter stock was a discredit to the people who produced it.

"If it were possible to carry out a system of perfect distribution in France, and now to the troops in Germany, some of the good brands I saw listed as slow sellers, and which I was requested not to re-order, would not have been put in such class—they would have sold readily had they come in sight of smokers acquainted with their merit. So I wish to make it very clear that because certain good manufacturers will not receive Government business in the future is no reflection whatever upon the quality of their product. It is however, a sad commentary upon the cigar business as a whole that out of the great quantity manufactured there is a limited number of brands having a broad general distribution and sale in the United States. The cigar industry has been one of the most backward in standardizing its product, and that is the reason why it is not a more satisfactory business today.

"I observed in the commissaries in France that sales articles such as chewing gum, canned goods, safety razors, soaps, toilet articles and numerous other things upon which national effort is made by the manufacturer, were what the men called for and insisted upon having. I was struck very forcibly at the time the men consumed in picking out just what they wanted; they were far more critical than I had ever seen them in retail stores at home. It is my firm belief that when all of these boys are again at their normal pursuits in the United States that brands will mean a great deal more to them than they did before they went to France, not only in tobacco, cigarettes and cigars, but in all things. The rank and file of the enlisted men in France did not have any too much ready money, and they are spending it wisely now that they have the time and the opportunity of making selections from a standard line of merchandise of all kinds which the Quartermaster is furnishing to the commissaries.

"The following figures should be of interest: From January 1st, 1918, to March, 1919, approximately 5,500,000,000 cigarettes were requisitioned in France. During the same period approximately 200,000,000 cigars were requisitioned. The quantity of smoking and chewing tobacco shipped to France from January 1st, 1918, to March, 1919, approximates 30,000,000 pounds. These figures do not include supplies shipped overseas for use of the Y. M. C. A., the Knights of Columbus, American Red Cross and various Newspaper Tobacco Funds. The total amount of money expended by the Government for tobacco products from January, 1918, to March, 1919, will approximate $56,000,000. There will be shipped this month to American forces in Germany 150,000 pounds of chewing tobacco, 90,000,000 cigarettes and about 3,000,000 cigars. Smoking tobacco for the troops in Germany is being sent from the stock on hand in France.

"Of the total quantity of cigars shipped overseas from January, 1918, to March, 1919, about sixty-five per cent. was purchased from January, 1918, to May, 1918, or before the Tobacco Section was established in Washington in the month of May, 1918. It has proven unfortunate that during the five months named, before the purchasing was transferred to Washington and awards made subject to the approval of the Subsistence Division, that the brands selected were largely nondescript. At the time many manufacturers accepted a volume of Government business entirely out of proportion to the sale of their products in the United States, and speaking frankly, also out of proportion to their facilities to produce good cigars. There is now in Washington a record of the cigars shipped to France which have not been received with favor, and it can be pretty well established why, the reasons in some cases being in no way detrimental to the manufacturer, while in a number of other cases the manufacturer knows full well that he does not have to come to Washington to ask the reason.

"In tobacco and cigarettes, almost from the very start the brands purchased and shipped to France were made up of the standard popular articles in the United States, and when I checked up this stock in France it was sound and practically free from undesirable merchandise, reflecting credit upon the manufacturers who for a long time, at a great sacrifice to their business and to their trade marks, at home, cheerfully gave up their entire productions on certain brands to the Government.

"It is my intention to retire from the service very shortly—just as soon as I can get a number of odds and ends straightened out so the department can be handed over to the regular organization of the Subsistence Division."

GOVERNMENT CAUTIONS TOBACCO RAISERS

THE United States Department of Agriculture, in a statement issued in the middle of February advises the farmers to go slowly in planting an increased acreage of tobacco under present conditions and those which are probable in the immediate future.

The statement says in part that in territory when tobacco is a new crop, recently introduced to replace cotton under boll-weevil conditions, as in portions of South Carolina and Georgia, the best interests of the farmers, the statement says, appear to lie in the development of a safe and well-diversified system of farming rather than to plunge from the uncertainty of cotton production into the possibly still greater uncertainty of tobacco production under existing conditions.

While it is impossible, the statement declares, to arrive at the quantity of tobacco Europe will be prepared to purchase during the next year or two, it seems likely that any considerable increase over the 1918 crop in the flue-cured section would be followed by a decline in market prices.

The largest crop of tobacco the country has ever produced is being marketed, and while prevailing market prices are very high for some of the leading types, such abnormal prices are said to be due primarily to war conditions. The department points out that the country has grown three large crops of tobacco in succession, with no decided shortage in any of the leading types.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations. By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners—Hobart B. Hankins and H. H. Pakradooni, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amont of bonds, mortgages, or other securities: None.

(Signed) HOBART B. HANKINS.

Sworn to and subscribed before me this 18th day of March, 1919.

JOHN J. RUTHERFORD, Notary Public.

(Seal)

My commission expires January 22, 1923.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
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TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Two Brands that will Increase Your Business
John Ruskin
MELBA
John Ruskin Is it too Big?
Flor de MELBA The Cigar Supreme.
7c.—3 for 20c.
3 for 25c. up
POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World
JOHN RUSKIN
FLOR DE MELBA
Corona

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

Export Values Increase

Washington, D. C.

ALTHOUGH exports of leaf tobacco during 1918 were not as great, in quantity, as those of 1916, the value was nearly 100 per cent. higher, according to statistics which have just been prepared by the Department of Commerce. Total exports during 1918 amounted to 406,291,746 pounds, valued at $122,885,116. The 1916 total was 477,407,864 pounds, worth $62,628,459, and in 1917, 251,291,892 pounds, with a value of $45,542,000.

By far the greatest part of the increase in 1918 over 1917 was due to accelerated exports to the United Kingdom, although Canada, Italy and China all showed substantial increases. The only important decrease noted was in exports to Spain.

Exports to the various countries during the last three calendar years are shown in detail in the following table:

	1917. Pounds	Value
Belgium	75,523	$6,500
Denmark	266,949	33,416
France	64,151,039	8,800,832
Italy	42,662,370	5,304,172
Netherlands	1,395,352	185,436
Norway	2,636,130	427,138
Portugal	3,968,170	698,963
Spain	20,430,640	2,981,407
Sweden	652,289	87,643
Switzerland	3,385,934	553,653
United Kingdom	45,236,061	12,452,338
Canada	15,861,263	3,982,351
Mexico	1,660,944	243,830
Argentina	5,084,520	776,824
China	9,623,008	2,265,190
Hongkong	1,515,067	411,793
Japan	1,890,177	423,892
Australia	11,376,337	2,546,489
British West Africa	8,576,281	1,385,221
French Africa	3,287,809	531,520
Other countries	7,556,029	1,443,392
	1918.	
Belgium	.....	.....
Denmark	1,184,576	268,284
France	65,497,715	10,972,153
Italy	50,357,819	7,356,959
Netherlands	.....	.....
Norway	4,358,565	976,003
Portugal	992,100	259,777
Spain	11,449,293	1,761,478
Sweden	4,253,734	642,471
Switzerland	900,381	214,437
United Kingdom	183,484,381	70,141,785
Canada	26,409,427	10,499,689
Mexico	1,525,951	226,108
Argentina	3,350,202	610,981
China	14,581,203	5,863,807
Hongkong	5,584,364	2,291,398
Japan	3,723,740	1,411,329
Australia	11,072,152	4,815,197
British West Africa	8,291,902	1,995,602
French Africa	2,940,698	733,099
Other countries	6,333,513	1,844,559

C. L. L.

TOPIC

Clear Havana Cigars

10c and upwards

BOLD

"Above All"

SEVEN CENTS

Smokes for the discriminating smoker that are perfection in the blending and selection of high grade tobaccos.

Bobrow Brothers

MFGRS.

Philadelphia **Penna.**

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

For Gentlemen of Good Taste

San Felice

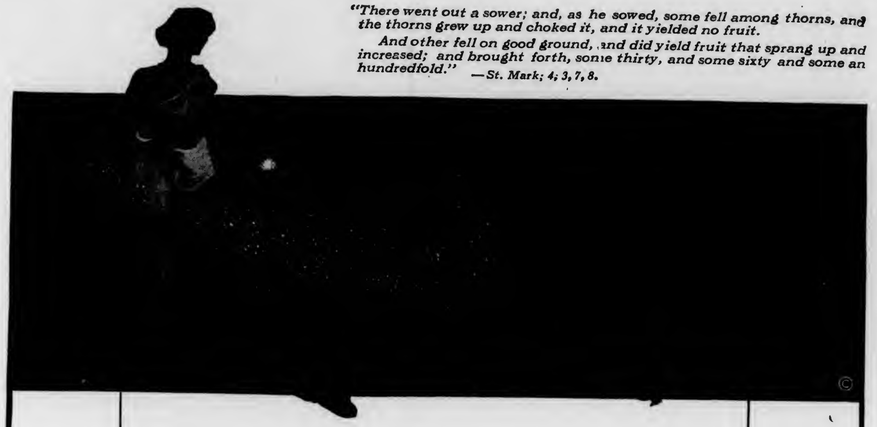
7c Cigars

The Deisel-Wemmer Co.,

LIMA, O.

"There went out a sower; and, as he sowed, some fell among thorns, and the thorns grew up and choked it, and it yielded no fruit.

And other fell on good ground, and did yield fruit that sprang up and increased; and brought forth, some thirty, and some sixty and some an hundredfold." —*St. Mark; 4, 3, 7, 8.*



Like the Parable of the Sower

some manufacturers do not use sufficient foresight to determine where their advertising seeds are sown, or where they fall.

They attempt to simply throw the seeds to the four winds — hit or miss — without regard for the thorny, or stony ground, or the waysides, where the seed is devoured, scorched or withers away.

The wise sower of advertising seed selects the good, fertile fields; and he, therefore, not only reaps harvests thirty, sixty or an hundredfold, but *saves much seed:*—and surely this is no time for waste of either advertising seed (dollars) or time.

When selecting the business fields which you want to sow and cultivate, don't scatter your seed — conserve it and plant where it will do most good;— where it will flourish, thrive and bear forth fruit in the form of increased business an hundredfold. Plant your advertising seed in

The Tobacco World
236 CHESTNUT STREET
PHILADELPHIA

Copyright 1918.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

MOLDS, REGISTERED LABELS AND BANDS for sale. Jos. H. Beck & Co., 240 N. Fourth Street, Phila., Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

FOR SALE—TO CLOSE AN ESTATE. Cigar factory and retail store, with pocket pool, billiard table, etc. A good going business. Good location in the city of Grand Rapids, Michigan. Cigar factory employs from eight to fourteen men. Ready market for goods. For information write to Grand Rapids Trust Company, Grand Rapids, Michigan.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

WANTED—COMPETENT ASSISTANT PACKER FOREMAN; good opportunity for advancement. Address General Cigar Company, Incorporated, 119 West 40th Street, New York.

BUSINESS OPPORTUNITY

I have a new sanitary smoking pipe, which is likely to become a fad. Want to have same manufactured on a royalty basis. I am using practical model, which I will exhibit at interview. Charles Meissner, 4841 Melrose Street, Frankford, Phila., Pa.

FACTORY WANTED

FACTORY WANTED—SMALL SUCTION PLANT WANTED in Pennsylvania, First District preferred. Give full particulars. Address Box 300, care of "Tobacco World."

The War Trade Board has issued two announcements that trading has been resumed with German colonial possessions and with so much of the Rhine provinces of Germany as is included in the area of military occupation by the Allies. Applications for information regarding the procedure by which exporters should be governed should be addressed to Vance C. McCormick, chairman of the War Trade Board, Washington, D. C.

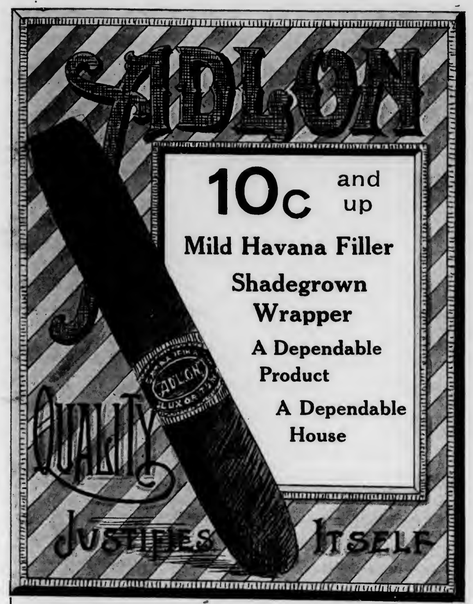
Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dlrs., Zinc Mines, etc. ***This valuable Reference Book free.*** **Write for it.**

50¢ Saves Dollars on Your Purchases

Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.

Ross-Gould Mailing Lists St. Louis



44 Cigar Co. Inc. Philadelphia

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Meeting 4th Tuesday of each month at Hotel McAlpin

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145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
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Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

The Dealers Chance

(Continued from Page 5)

hesitate to tell the manufacturer the name of the trade paper that created your inquiry. The manufacturer will be glad to know it.

Among the manufacturers now using newspaper space to create new customers for the local retailers are a number who have persistently advertised in THE TOBACCO WORLD. Year in and year out their advertising has come to you in this trade paper.

The firms and brands now being advertised include Otto Eisenlohr & Brothers, Incorporated, featuring "Henrietta" and "Cinco"; Bayuk Brothers are creating trade on their "Mapacuba" cigar; the "44" Cigar Company is carrying on a campaign with unusual copy on their "Adlon" brand; Bobrow Brothers, whose remarkable growth has been one of the romances of the industry, are now using large space to create business for the dealer on the "Topic" cigar; Antonio Roig & Langsdorf, practically the pioneer firm in recent years using local newspaper space, have persistently advertised their "Girard."

Other firms not using trade paper space include G. H. P., with their "El Producto"; Pent Brothers, featuring "Don Digo," and the Universal Cigar Company announcing their "Reply" cigars.

There are several other local firms who may announce their brands in newspaper space in the near future.

These campaigns all prove that there is something about every cigar that can be used to attract interest. Many manufacturers have claimed that there is nothing about a cigar that can be advertised except its name. The success of local concerns with newspaper advertising demonstrate that every brand has some point about it that will attract attention if properly featured.

Local cigar dealers have an opportunity as never before to increase their sales and to add new customers. It is strictly up to the dealers to do their part, for the manufacturers are certainly doing theirs.

Above all every retailer should read some trade paper to keep him in touch with the industry, with live merchandising propositions and to enable him to be fully informed about the products that he is trying to sell. The retailer who is able to give the consumer correct information on a subject regarding which the smoker is in doubt, rises higher in that man's estimation as a real merchant. There is plenty of room in the retail cigar trade for real merchants.

The general strength of quotations of the stocks of the leading companies is a reflection of the reports from practically all parts of the country of a record demand for all kinds of tobacco. The law of supply and demand, therefore, indicates a firmness or a raise in prices rather than any general reductions.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

F. T. C. Needs Money

THE sum of $306.89 will be required to enable the Federal Trade Commission to conclude its investigation of tobacco and cigarette costs, according to William B. Colver, chairman of the Commission, who appeared before a House sub-committee on appropriations for the purpose of urging that this money be set aside.

Although the investigatory work of the Commission was considerably reduced after the signing of the armistice, there were a number of inquiries which had progressed so far and were so important that it was felt advisable to conclude them. The cost investigation of tobacco and cigarettes was among this number and is very nearly completed, only the small sum mentioned above and a short period being required for the final work.

"Although this work was curtailed rapidly, the reason it was not curtailed more rapidly is because, on the advice of the War Industries people and various Government agencies, it was decided best to continue important large cost findings that were being done, and that had been carried on for nearly a year until we could round out the year," said Chairman Colver. "Those figures are useful to other agencies of the Government, the Tariff Commission, the Labor Department, the Department of Commerce, and others, because it was the largest and most comprehensive piece of work of that sort that has ever been undertaken by the Government, and to break it off, say, at the end of ten months or eleven months of a whole year in a big industry would have seemed to have been a rather inexcusable waste of opportunity, and so we have gone on."

ANOTHER STORE FOR "UNITED"

Washington, D. C.

THE United Cigar Stores Company have secured another prominent location in Washington in taking over Ogram's Gift Store, at Thirteenth Street and Pennsylvania Avenue, one of the city's landmarks for the last thirty-three years.

Thomas E. Ogram has been in business on Pennsylvania Avenue since 1886, succeeding W. B. Entwistle. Thousands of visitors and sightseers have bought their souvenirs from his place, and "Ogram's" goods are scattered throughout the length and breadth of the United States. The store carried candy, souvenirs and toilet goods, as well as operating lunch and soda counters.

Just how far the United will go with its recent scheme of expansion is a subject of much speculation in Washington. With the recent acquisition of Cary's Fifteenth Street Store, the concern made its bow in a line in which it has not heretofore been engaged in this city, as that place carries a full line of high-class toilet preparations. With the taking over of Ogram's it enters into still other lines of business and the proprietors of similar stores here are wondering if they, as well as the cigar men, will have to face the competition of this prominent, energetic concern.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

MACHINERY and SUPPLIES
for Cigarette Factories
New York Cigarette Machine Co., Inc.,
25 ELM STREET NEW YORK, N. Y.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TANDEM TEAM:—41,001. For cigars, cigarettes and tobacco. March 5, 1919. Walter M. Fox, Napoleon, Ohio.

LA CAPINERA:—41,002. For all tobacco products. February 26, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

AEROBUS:—41,003. For all tobacco products. February 26, 1919. Moehle Litho. Co., Brookyn, N. Y.

PURPOSE:—41,004. For cigars, cigarettes and tobacco. February 26, 1919. Heywood, Strasser & Voigt Litho. Co., New York City.

FLORIDA BOND:—41,005. For cigars, cigarettes, cheroots, little cigars and tobacco. February 25, 1919. Lasteco Cigar Co., Quincy, Fla.

D. S. O. (DISTINGUISHED SERVICE ORDER):—41,006. For all tobacco products. March 11, 1919. Heywood, Strasser & Voigt Litho. Co., New York City.

MICHIGAN CALENDAR:—41,008. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 8, 1919. Mascotte Cigar Co., Pontiac, Mich.

GALIMARK:—41,009. For cigars, cigarettes and tobacco. March 12, 1919. Fred H. Lintz, Rochester, N. Y.

M. C. (MILITARY CROSS):—41,011. For all tobacco products. March 11, 1919. Heywood, Strasser & Voigt Litho. Co., New York City.

B. M. M. (BRITISH MILITARY MEDAL):—41,012. For all tobacco products. March 11, 1919. Heywood, Strasser & Voigt Litho. Co., New York City.

PERSHING HIGHWAY:—41,013. For all tobacco products. March 10, 1919. Moehle Litho. Co., Brooklyn, N. Y.

CUBA'S OWN:—41,014. For all tobacco products. March 8, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

SAFETY PINS:—41,015. For all tobacco products. March 8, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

NEMO GARCIA:—41,016. For all tobacco products. March 12, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

CARTER GLASS:—41,017. For all tobacco products March 15, 1919. American Litho. Co., New York City.

MAJOR PARSONS:—41,010. For all tobacco products. March 11, 1919. American Litho. Co., New York City.

ADAM & EVE:—41,018. For cigars, cigarettes, chewing and smoking tobacco. December 6, 1919. Quality Cigar Factory, Cincinnati, Ohio.

BOCA BELLI:—41,019. For all tobacco products. February 13, 1919. The Progress Cigar Co., Cincinnati, Ohio.

W. R. N. (In a Diamond):—41,020. For all tobacco products. January 27, 1919. W. R. Nagel & Co., Paducah, Ky.

HAPPYLAND:—41,021. For cigars only. February 19, 1919. D. Ornstein, Philadelphia, Pa.

LA SUELTA:—41,022. For cigars, cigarettes, cheroots and tobacco. March 10, 1919. A. C. Henschel & Co., Chicago, Ill.

FRIEND O' MINE:—41,023. For all tobacco products. March 18, 1919. Florida Cigar Making Co., Jacksonville, Fla.

SAN MIHIEL:—41,024. For cigarette paper books. March 18, 1919. The American Tobacco Co., New York City.

DRUGGIST:—41,025. For all tobacco products. February 24, 1919. Fernando Cigar Co., Escanaba, Mich.

TRANSFERS

CALENDAR:—22,966 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered September 6, 1911, by T. A. Wadsworth, Detroit, Mich. Transferred to Mascotte Cigar Co., Pontiac, Mich., by Harold L. Wadsworth, Adm. of Estate of T. A. Wadsworth, March 4, 1919.

CORRECTED PUBLICATION

NEMO GARCIA:—41,016. For all tobacco products. Registered March 12, 1919, for Nemo Garcia Cigar Co., Brooklyn, N. Y.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given that an application has been filed with us for the registration of the following trade marks, and that same will be registered unless we shall be advised of the existence of any valid prior rights thereto by written notice, setting forth specifically the basis of such claim on or before the registration dates set opposite the trade-marks:

CIVIC CLUB—April 10, 1919;
TWILIGHT—April 10, 1919;
HARRY'S ROYAL MANSION—April 10, 1919;
NIMBUS—April 10, 1919.

LITHOGRAPHER'S SUPPLIES

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ **INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known**
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Tobacco World

Established 1881

Volume 39 April 1, 1919 No. 7

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

THE MOEHLE LITHOGRAPHIC CO.
CIGAR LABELS AND BANDS
HOME OFFICE CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
BRANCH OFFICE 170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

OSCAR PASBACH, PRES. J.A VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 50 Union Square

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE 30 N. La Salle St., Chicago, Ill.
CANADIAN REPRESENTATIVES B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE 914 Drexel Building
SELLING REPRESENTATIVES ADOLPH FRANKAU & CO., 129 Fifth Avenue, New York City

IRREGULAR PAGINATION

What kind of man are you— when the excitement's over?

Because our country is good to live in, it was worth fighting for. Because it was worth fighting for, it is worth lending to. Don't be a deserter. Lend!

Uncle Sam made preparations for a big campaign this Spring. It was the very vastness of those preparations that made the Germans squeal. They didn't like the taste of their medicine. Now the bills of Victory have to be paid.

It takes a higher, finer patriotism to pay when all the excitement is over. But that's the sort that bears the stamp "Made in U. S. A." The American soldier showed it. You didn't find him whining. Show it as he did.

Dig deep into your pocketbook, deep into your future earnings. Help our country keep its word at home as it kept it abroad. Lend!

LIBERTY V LOAN

Victory Liberty Loan

The "Clean-up" Button

Space contributed by

THE TOBACCO WORLD

Prepared by American Association of Advertising Agencies cooperating with the United States Treasury Department

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VOLUME 39 NO. 8

The TOBACCO WORLD

APRIL 15, 1919

S. Loewenthal & Sons

Packers of

Connecticut Broad Leaf

Connecticut Havana Seed

Florida and Georgia Sumatra

123 Maiden Lane

New York City

also Fillers of Every Description

Stripped and Booked Filler in Barrels
also Porto Rico Shorts

Samples Sent Upon Request

Watch for these Advertisements

The demand for all grades and shapes of W. D. C. pipes is being increased by our advertising in such widely-read publications as:

Saturday Evening Post	Country Gentleman
Leslie's Weekly	Outing
American Magazine	Collier's Weekly
Field and Stream	Popular Science Monthly
Literary Digest	System
Popular Mechanics	Scientific American

Army and Navy Journal

One of the new series is shown here—others will appear from time to time. Watch for them. Cut them out and paste them in your window to get the utmost selling value out of them.

For pure content —a good pipe

Next time you sit near a man who lights a pipe, just notice his look of solid comfort. That look says more than words could say. He's at peace with the world.

You yourself can draw that same kind of pure content from a

WD C TRADE MARK **Wellington** THE UNIVERSAL PIPE

The W.D.C. triangle trade-mark hasbeen the sign of supreme pipe value for more than 50 years. It is on yourself every style, size and grade. Price for price, there is no better pipe than a W.D.C.

It smokes cool and clean and sweet as a breeze through the pines. The well catches all moisture and stray tobacco. There is no bubbling or wheezing. No tobacco comes into your mouth. The upward opening in the bit sends the smoke away from your tongue.

Every Wellington is made of genuine French Briar, seasoned by our own special process. It breaks in sweet and mellow, and is guaranteed against cracking or burning through. All good dealers sell the Wellington in many sizes and grades from 75 cents up. Choose yours.

WM. DEMUTH & CO. New York
World's Largest Pipe Manufacturers

Look over your stock of W. D. C. Pipes. Then make up your order with increased sales in view. We will gladly send you further information on request.

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

For Gentlemen of Good Taste

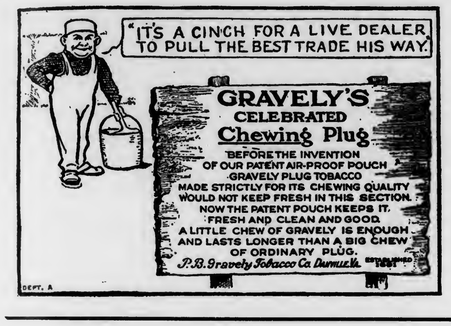
San Felice 7c Cigars

The Deisel-Wemmer Co.,
LIMA, O.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA


"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

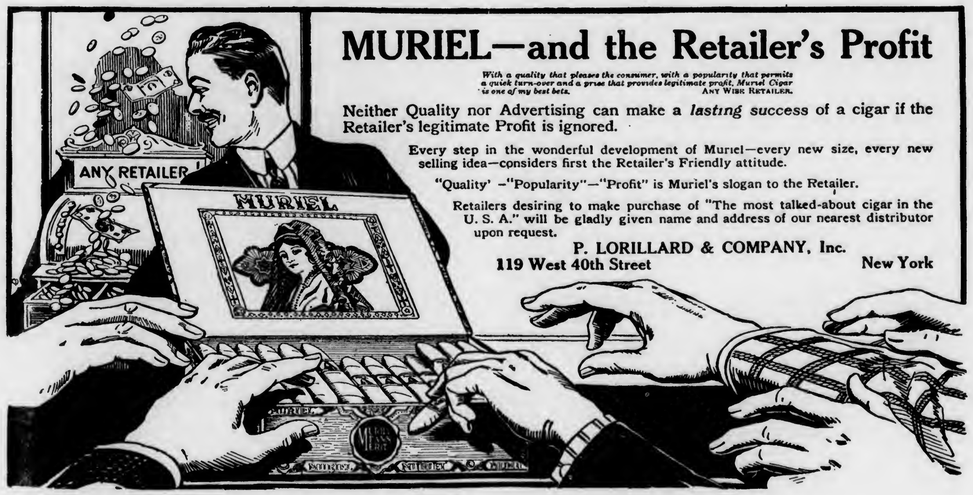
ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER
CLEAR HAVANA
CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY



MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a price that provides legitimate profit, Muriel Cigar is one of my best bets.
ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea—considers first the Retailer's Friendly attitude.

"Quality" –"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD & COMPANY, Inc.
119 West 40th Street New York

Tobacco Importers

Tobacco importers are invited to avail themselves of the various services which this Bank is able to render them in relation to their purchases of Cuban leaf tobacco and cigars.

Through our affiliation with the Mercantile Bank of the Americas, Inc., with offices at 44 Pine Street, New York, we can materially assist those who find it convenient to arrange their banking through New York.

Buyers and others visiting Havana will find our offices at their disposal and our officials glad to lend them assistance.

We engage in all branches of local or foreign banking, and all inquiries receive the personal attention of our officials.

Statement sent upon request

Banco Mercantil Americano de Cuba

(HAVANA)

(Temporary Offices:) AMARGURA 23, Post Office Box 1329

Paid Up Capital and Surplus $2,500,000

Cigar Manufacturer out of business offers for sale

12,500 Cigar Labels

Private Registered Brands

Well and favorably known in Newark and all of Essex Co. 20 years of honest dealing behind these brands. All rights go with and owner will further interests of new owner.

Sweet Marie, 10c.
Santiago Buck, 5c.
S. & R., 5c.

¶ Just the thing for out-of-town dealer desiring to break into Newark and Essex County trade.

¶ Make offer. Sample labels on request.

Henry L. Slaight, 127 S. 7th St., Newark, N. J.

Gafla Sumatra Company

QUINCY, - - - FLORIDA

Florida and Georgia Shade Grown Wrappers

We also sell the new **"Combination"** Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

EL TROVADOR CIGAR

MADE IN HAVANA

A High Grade Imported Cigar made of the finest Vuelta Abjoa Tobacco grown on the Island of Cuba

CHARLES LANDAU & CO.

93 SAN RAFAEL STREET HAVANA, CUBA

45 WALL STREET NEW YORK

L. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

5c. Cigars are in Demand

Manila Scraps make a fine full flavored cigar that can be sold for a nickel

WE SELL MANILA SCRAPS; also BINDERS and FILLERS

WRITE US

S. J. FREEMAN & SON 123 Maiden Lane, New York

HARRY BLUM

Manufacturer of THE NEW

NATURAL BLOOM HAVANA CIGARS

122 Second Avenue New York City

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,

Makers

PHILADELPHIA

Volume 39 — Number 8

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, April 15, 1919 — Foreign $3.50

High-Priced Leaf Must Be Used Up Before Prices Of Standard Brands Decline

REPORTS are to the effect that leaf prices in Lancaster County, Pa., are falling, but this is of no immediate consequence to the jobber and retailer. Some cigar manufacturers have not yet begun to use their supply of the high-priced 1917 crop. Any benefit to the trade and the consumer from a drop in leaf prices will not come for months.

There is a mistaken idea in the trade that the moment leaf prices tumble all cigar prices should come down. Many large factories buy their stocks two or three years in advance, and filler tobacco from Lancaster County is not used for a year to a year and a half after being harvested.

Some manufacturers seem to feel that there is a demand for a cigar to retail at 5 cents. There may be such a demand, and a number of brands may come on the market to try out the 5-cent trade. But it is obvious that such goods will be very different in the type and character of tobaccos used from the cigars now selling at 7 and 8 cents. The market for 5-cent cigars today is among those who buy from a price standard and not a quality and brand standard.

We venture to forecast that at the end of six weeks at the most there will be a heavy revival of cigar buying.

Jobbers and retailers are working with depleted stocks, anticipating a decline in the price of cigars. There may be cheaper cigars put on the market in the near future but we have found no manufacturer who is able to figure that he will be able to reduce the prices of his standard brands for some months, if at all.

The buying public fails to realize that there are many industries in the same condition as the cigar manufacturing business; the raw materials for many lines of manufacture are bought many months in advance, and materials bought in the 1918 market were at high-water mark. Industries in such a position can do nothing but maintain the prices of their product until the high-priced stock is worked up. This, of course, is not true of all manufactured products, but it is true of many.

This quiet period is a result of at least two things, one of which is the speculative period of last year when both jobber and dealer were trying to get all the goods they could carry to take advantage of any increase in prices. The other was the apparent willingness of the manufacturer to overstock the jobber and dealer.

If both the jobber and dealer had not been overstocked, this inventory taking at the time of the signing of the new War Revenue Bill would not have slowed up buying. The fact that both jobber and dealer have been able to get along for the past few weeks with orders for the minimum amount of goods indicates this.

A slackening of retail buying has not caused this, for if anything, the soldiers and sailors being returned to civilian life ought to give an impetus to retail purchases.

When a man's pocketbook is hit he begins to retrench, at least temporarily, and makes his old things do. The dealers and jobbers have been hit by the floor tax, and as they have had ample stocks they are delaying their orders until the brands on hand are reduced to a minimum.

This condition cannot continue very much longer. There is certainly no falling off in smoking and depleted stocks will have to be replenished at no late date.

It will be much better for the trade generally if the manufacturers themselves take measures to prevent such a condition in the future. It is better that factories should run along evenly week in and week out, than that they should have a period during which they cannot produce enough goods, and another period when cigarmakers have to be laid off.

One of the best indications of better business is the condition in the advertising agency field. Almost every reputable agency is crowded to the limit with accounts, and art and copy departments are working at top speed. Many magazines are carrying an unprecedented amount of advertising, and there are still many national campaigns to be started in the next few months. All this presages increased retail buying which will affect every line of trade.

TRADE NOTES AND NOTICES

Val M. Antuono, the Tampa cigar manufacturer recently appointed Italian Consul for that city, was in New York last week to make some leaf purchases.

Australian tobacco companies offer to purchase two million pounds of Australian grown tobacco annually for three years, with a view to stimulating local production.

Announcement has been made of the election of Herbert W. Ceo, of New York, and of Louis C. Erdt, of San Francisco, as vice-presidents in the Melachrino Cigarette Company.

L. B. McKitterick, vice-president of the Tobacco Products Corporation, returning from a trip to the Pacific Coast, reports business in that section very good, especially in cigarettes.

The Cigar Manufacturers' Association of Havana, Cuba, has publicly announced that it has a large accumulation of orders that it is unable to fill on account of the scarcity of cigar-makers in Havana.

April 1 is annual settlement day in Lancaster County, and this year, while there was plenty of money in sight the borrowers were very few. The growers seem to have funds to settle their accounts as well as to take care of their unsold tobacco.

Charters have been granted in North Carolina for the High Price Tobacco Warehouse Company, of Henderson, Vance County, with a capital of $100,000, and the Tobacco Warehouse Company, of Spring Hope, Nash County, with a capital of $25,000.

Tobacco growers will find no advantage in the extra hour of sunlight, as the tobacco is not handled when wet with dew. Anyway, farm labor is from sun-up to sundown in summer, no matter what the clocks say, and roosters are crowing on the old schedule.

The Dutch steamship Deucalion recently arrived in Boston from Smyrna with Turkish tobacco. The steamship was nearly five years in making the trip. An attempt to run the blockade when war was declared was frustrated by the Turks. The Deucalion was moored alongside an interned German vessel at Smyrna. It was a target for English airplanes in several raids. It was not seriously damaged. The German ship was sunk.

The Robert Schubert Company has incorporated with a capital of $100,000 and headquarters at 124 Maiden Lane, New York.

The Modern Merchant says that "The main reason chain stores have grown so powerful is that they have always believed in—and done—some kind of advertising in season and out of season.

The Department of Commerce announces that the value of matches imported into the United States in December was $93,509, of which $59,495 came from Norway, $34,009 from Japan and $5 from Canada.

Fred Antuono, son of Val M. Antuono, the well-known Tampa cigar manufacturer, was married last week. Mr. Antuono has recently been released from the service and his father has turned over to him the store in Tampa known as "Val's Corner."

The United States Consul at Teneriffe, Canary Islands, says that the tobacco trade was the single industry that flourished in the Canary Islands in 1917. Large factories in Santa Cruz de Teneriffe, and Las Palmas, Grand Canary, found remunerative employment supplying low-grade cigarettes to the French Army, and to French possessions in Africa.

A price war in cigarettes is now on in San Francisco. The chain stores, which are naturally followed by all who expect to do business, are selling at the following prices: Ten in package—Obak, Old Mills, Piedmonts and Reynos, 9c; twenty in package—Camels, Chesterfields, Hassan, Lucky Strike, Mecca, Old Mills, Piedmonts, Relu and Tiger, 18c, 2 for 35c.

Out of three hundred branches in New York of a cigar corporation the sale of snuff, according to a writer in the *Business Digest*, is practically restricted to four and these are in the quiet residential districts near old ladies' homes. He says: "It is old women, rather than old men who cling to the comforting habit of inhaling tobacco. And when purchasing, they invariably repeat the same pellucid alibi 'It's for an old lady who lives near to me!' "

The United States Consul at Saloniki is suggesting that there should be organized in America, preferably in New York or some Atlantic coast city, an American-Serbian Association for the importation of American goods into Serbia, with a minimum capital stock of one million dollars. This organization should be in touch with a similar one in Serbia or at Saloniki. (Saloniki, he states, will in all probability have a free Customs zone, as provided for by the Greek Government before the war.) This Serbian society should be directly under Government control.

Getting Ahead With Confidence and Grit

By Frank Farrington

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THE salesman who is satisfied where he is does not need to know anything about climbing up higher. He will never do any climbing.

Contentment is a good thing but it may easily become too much of a good thing. Contentment and ambition never seem to go together. It can't be done. The salesman who is contented to stick around a one-horse store, puttering with a one-horse business at a one-horse wage will never receive any offers of such a position as he sometimes dreams of taking.

Of course you must stand up for your store and for its line. You must be loyal, but if the line is not all it should be you will have to be loyal with mental reservations, while keeping your eyes open for a chance to get where you can feel honestly enthusiastic about the goods.

The first requisite for the man who wants to be going up is ambition. He must not only wish he had a better position, but he must make up his mind that he *will* get one; that it is due to work for the best people in town and draw the highest salary they pay. A man can be just about anything he determines to be—if his determination lasts. A good big bump of clear grit is worth more to a salesman than a legacy of ten thousand dollars. It is grit that enables a man to get what he goes after. It puts a punch into his efforts that otherwise would be lacking.

It is not just ability or mental capacity or efficiency that gets a position for a man. He must have these if he is to stay, but it is ambition, backed by determination, that gets him the place.

No man can impress others with his ability to make good in the position he wants unless he has confidence in himself. It is better that self-confidence extend to the point where it becomes arrogance than that it be lacking. The arrogant, self-assertive man can learn to control such qualities, to prevent them from becoming obtrusive, not to say offensive, but it cannot be denied that the possession of these qualities will help him to get ahead, to climb higher.

You may be able to bluff people into thinking for a time that you are a better man than the facts warrant, but you cannot bluff anyone into thinking you believe in yourself if you do not. Your faith in your own ability will stick out all over you, showing in your conversation and in your actions. So will any lack of confidence in your ability.

The salesman for whom cigar store managers are looking nowadays is the man of action, the man who does things, even though he does them wrong at times. It is easier to excuse mistakes in a man than lack of initiative. It is not all of success in holding down a position, to avoid mistakes. The man who never makes any mistakes never makes any successes.

The manager likes salesmen who, when confronted by an unexpected situation, do not hesitate to decide for themselves and do something instead of taking refuge behind the explanation, "I didn't know what you wanted done." Of course this should not be understood to mean that the salesman should go ahead without judgment or discrimination, calling all knots Gordian knots and cutting them when they could as well be untied. What I mean is that a salesman shows valuable initiative if, when confronted by a situation for which no instructions are available, he goes ahead instead of backing out. Of course the man's real value depends upon the kind of judgment he uses in such emergencies, when deciding for himself if no higher authority is available.

There are always positions waiting for the exceptionally competent man. There are just as many higher positions looking for rising salesmen as there are salesmen looking for a chance to rise.

The manager who is looking for a new man is looking for an ambitious man. He knows very well that the man without ambition is of little use to him. He is standing still. He never develops any new trade and is of little value in introducing any new brand. He doesn't care about what happens.

When we find a salesman who doesn't care, we find a man who is surely though perhaps slowly on his way to the bottom. He is certain sooner or later to become the bottom man on the pay-roll. That means that he is making little or no money for the store and he will be allowed or asked to resign sooner or later. The man who is not going up is going down in spite of himself.

Here is the case of a traveling salesman for a cigar manufacturer which might have a lesson for the retail salesman. He started in traveling for a house of only moderate size and he had the natural qualifications of a salesman. He was not long in climbing to the top of the list of salesmen on the pay-roll. When he had reached the point where he found it easy to sell more goods than the other fellows, and where he was drawing all the salary the house could afford to pay a man on his territory, he began to slow down. He took to spending Sunday in the towns where the sports of the traveling fraternity gathered that day. He was soon thinking more about having a good time than about selling goods. He found booze an easy aid to backsliding. He would occasionally get drunk in one of the so-called "live" towns in his territory and the house would have to send a man out to bring him in. He was so good a salesman that he would get the man drunk who had been sent by the house for him, and it reached a point where it took a member of the firm to go and bring in the bunch.

A friend who knew this salesman's natural ability saw what was the matter. It was not an inherent love of liquor or of sporting life. It was a lack of ambition. He had reached the top, or so it seemed to him, and with no further goal in view to inspire him, he ceased to exert himself, and his surplus energy sought expression in other ways. This acquaintance was instrumental in getting the young salesman a position at the foot of the selling force in a big concern. Here once more there was a stimulus to his ambition. There was room to grow, something to work for, and the old enthusiasm and determination to be at the top returned and there was no time for sporting life. Now this sales-

man is high man with this new house and has reached an age and station where he is past the tendencies that set him back before.

This man did not exactly save himself, but a young man similarly situated can save himself. If he becomes high man where he is and the house admits it, or if he becomes the best paid clerk in the store and the manager admits that it has nothing higher in store for him, then he should watch for a field which is larger, where he can get a chance to grow more, even if he has to start lower than he is now, as far as salary goes.

Not every man has a friend to pull him out of deep water and set him on firm ground again, but any man can prepare himself to overcome the small and the large obstacles in his way, and any man who will can fit himself for a better position.

The National Cash Register Company bids its employes "Think!" It impresses this command upon their minds whenever possible. Business men, young business men, salesmen in particular, think too little. They work hard at the single task they are told to perform, but they do not give enough thought to the reasons for what they are doing and to how they can do it better and about what they can learn that will make them better salesmen.

To the command "Think!" should be added that other, almost as important, "Study!" The man who is going up, who wants to reach the top some day, who has definite and decided ambitions, should study and he should think about what he studies. If there is any way in which a man can develop in selling ability, it is by studying the methods of better salesmen than himself.

Of course it is easier to let the mind ramble through the pages of a popular magazine than it is to think seriously about one's work. But reading magazine trash will weaken the mind and render it less fit to grapple with the problem of how to climb up higher. On the other hand thought and study will develop the mind and bring you in touch with ways and means for growth.

No salesman ever *drifts* into a higher position. There is no such thing as drifting up higher. If a man is going up he must climb. You cannot lift yourself by your bootstraps, you must get hold of something to help. Watch your chance to grasp a projecting opportunity here or set a foot on a higher step there. Watch for the opportunity and for the chance and save your strength to use in raising yourself. It is preparation that enables a man to climb when he sees something he wants to reach. The man who takes it easy will not have the mental or the physical strength to climb when the way is clear.

It is a mistake to look at the instances where a man has apparently reached a high position through luck, and decide to wait for luck to come your way and give you a boost. Luck is something that is not taken into consideration by managers in adding to their force or in making promotions. They hire and fire on a basis of selling ability.

The man who seems to have struck it lucky and fallen into an easy berth has climbed there, not fallen. Because we did not see him climbing, studying, thinking, preparing, is no indication that he did not come by that route. It merely shows that we are not observant in noting the habits of others who pass us on the way up.

Climbing higher is not easy. It is not always pleasant. It is not a commercial joy ride, but it is worth while. It gets you somewhere and it gives you something to which to look forward and something to which you can look back with pleasure and profit.

Three Billion Increase In Cigarette Exports

EXPORTS of cigarettes keep increasing steadily, according to officials of the Department of Commerce, who are now compiling a report showing the exports of this article during the first eight months of the fiscal year 1919, as compared with the first eight months of each of the fiscal years 1917 and 1918.

Total exports for the eight-month period of this year were 8,757,546,000 cigarettes, valued at $17,676,102, as compared with 5,012,134,000, with a value of $9,405,672, in 1918, and 3,335,436,000, worth $6,169,175, in 1917.

China, France and the United Kingdom, in the order named, are the largest individual users of American cigarettes, as shown by the following table of exports during the eight-month periods of the three years named:

	Year	*Number*
France,	1919*	1,184,613,000
United Kingdom,	1919*	693,231,000
Panama,	1917	40,859,000
	1918	53,421,000
	1919	50,190,000
China,	1917	2,193,727,000
	1918	2,899,581,000
	1919	4,676,978,000
Straits Settlements,	1917	723,305,000
	1918	664,774,000
	1919	943,698,000
Siam,	1917	152,910,000
	1918	125,250,000
	1919	160,006,000
Other countries,	1917	224,635,000
	1918	1,269,108,000
	1919	1,048,830,000

*No individual record kept prior to July 1, 1919.

Window Displays That Win

By Clarence T. Hubbard

"THERE is no reason why a cigar store can't have attractive display windows," says the proprietor of a New Haven smoke shop.

"It is true the tobacconist is limited to the display of a comparatively few articles—cigars, pipes, cigarettes, magazines and allied articles. Occasionally some have side lines such as candy, playing cards and stationery. But the limit of articles for sale should not deter him from having good displays. On the other hand, it should encourage, inasmuch as the cigar man can concentrate on what he has and evolve many interesting exhibits right to the point."

The words of this successful tobacconist were illustrated in his window display at the time. Instead of just a conventional exhibit of cigars and pipes he had about eight small glass dishes and each one filled with a small pile of tobacco, the cut tobacco varying in shades and cut according to the dish it was placed in. Then right before these dishes were still smaller glass containers—a whole row of them—each one containing ashes; plain cigar ashes. At the rear of the window was a large picture of Sherlock Holmes (secured from one of William Gillette's Sherlock Holmes plays) and a placard with these words:

A Great Detective Was Sherlock Holmes

By Examining the Ashes of a Cigar or a Pipe He Could Tell What Brand Was Smoked

But It Does *Not* Take a Detective to Tell What Brands Our Cigar Ashes Represent. Because, *We* Only Carry Good and Reliable Brands

Another time this same dealer attracted much attention to his window through the introduction of a small doll baby carriage in the window. The miniature carriage was filled with "junior" and "brief" cigars of all brands. Nothing else appeared in the window but the carriage and this sign:

Plenty of *Baby Cigars* on Hand For "In Between" Smokes. We Carry Junior and Little Cigars of All Kinds

Won't You Adopt a Few? They Are Cheap

Another cigar store proprietor located in a Boston suburb also wins with his window exhibits by illustrating stories appearing in current magazines he sells. For illustration he discovered a story about Alaska in one of the best sellers so he opened the magazine at the story and propped it up in the window then allowing real snow shoes, fur gloves and Alaskan pictures to make up an unusual and original display. And it accomplished three things—attracted general attention thus further popularizing his store, helped sell the particular magazine illustrated and aroused cigar sales through the increased number of visitors to the store. Since then he has illustrated a good war story with an exhibition of war relics borrowed from returning soldiers, an Indian narrative through the exhibition of Indian relics secured from a customer who offered the loan through conversation on the subject, and other stories and articles. He also keeps well posted on all tobacco movements and whenever anything local occurs such as girl labor being introduced into tobacco fields he gives the subject publicity through pictures and sample tobacco leaves placed in the window.

One of the most novel cigar store window displays was observed in the windows of a new store opening up in one of Connecticut's thriving manufacturing cities. The whole back of the window was covered with a big map of the United States. Then from various points ribbons extended to the front part of the window where a cigar, pipe or illustrative form of smoking symbol was found. For example, from Pittsburgh a ribbon extended which terminated in a bunch of stogies. A neatly printed card attached announced the name of the "smokes" and also informed the looker-in that the store had such stogies for sale. From Richmond, Va., extended a thin gray ribbon which led to a display of cheroots also having a card appropriately lettered and attached. From Bangor, Maine, the ribbon led to a Maine woodsman's pipe. Other ribbons from the appropriate part of the country in which the actual form of "smokes" displayed were in favor, included specimen cigarettes, corncob pipes and every imaginable form of smoke instrument, even to an old "peace pipe" such as enjoyed by the Indians and illustrated by a ribbon connecting it with the Oklahoma reservations.

The Romance Of A Cigar Brand

IT has been said that the romances of real life are far more fascinating than those of fiction. Determination and persistent effort often accomplish the seemingly impossible.

No more interesting reading for the tobacco industry could be found than a history of the rise and fall of different brands of tobacco products.

The stories of the successes of many of the leading Philadelphia cigar manufacturers seem almost too romantic to be true.

The 18th of April marks the eleventh anniversary of one of the youngest cigar manufacturing concerns in the city, and the history of these eleven years mark periods of continual progress almost without precedent in the trade.

Back in 1907 two brothers started a small cigar factory in a dwelling house. Both were experienced cigar makers. They had decided to apply their years of experience as employes to a business for themselves.

After they had made a sufficient number of cigars to begin with, one of the brothers started out to call on the trade.

"If you can't sell them we will take them back," was the way the objections of the dealer were met. At the start the brand did not have a name. But this condition did not exist for very long and in a short time the cigars were identified with a name brief but to the point—a name that represented their own attitude toward the cigar business when they entered it for themselves, confident, fearless and unafraid.

Scarcely two months elapsed before the local dealers were making inquiries for the brand. Orders came unsolicited and larger quarters had to be secured. During the first nine months of business they produced and sold 70,000 cigars. The price of the cigar was 5 cents, the shape was practically unknown in this market in nickel goods. It was a fat perfecto cigar that to the consumer had a blend that made a distinct appeal.

Smokers of the brand multiplied. Larger factory space was secured. Still the business grew and another factory was added. And in more recent years additional factories have been opened. The business has grown steadily. The public has continued to call for the brand.

From a small local distribution the brand has reached out and become a national seller. In the Pacific Coast states the cigar is almost as well known as in Philadelphia.

Certainly here is a romance of the trade. Two brothers, without capital and without sales experience, have developed a business which in 1907 had an output of only 70,000 cigars, to one that in 1919 is producing at the rate of 70,000,000. It reads almost like a fairy tale.

Almost from the beginning this concern has been a persistent advertiser in tobacco trade papers, constantly adding to their prestige and good-will and attracting the attention of new dealers and jobbers in their brand.

The men who have built this institution in such a short time are Charles and Harry Bobrow, known to the trade as Bobrow Brothers. The brand on which they successfully staked their business reputation is "Bold."

Today an aggressive campaign is being waged by them in local newspapers on a brand retailing for 10 cents and up. It is "Topic." Although only four months old this cigar is being favorably received by both the dealer and the smoker. The prestige and good-will established by "Bold" seems to assure the success of the new brand.

Resumption Of Trade With Certain Countries

The War Trade Board have from time to time, since the Armistice, announced the resumption of trade with certain countries in Europe with which trade was prohibited during the war by reason of the blockade.

In order that the business public may now have a complete list of these countries the War Trade Board announce that trade has been resumed with Siberia (see W. T. B. R. 470, issued January 3, 1919); Alsace-Lorraine (see W. T. B. R. 486, issued January 8, 1919); Palestine and Syria (see W. T. B. R. 530, issued January 20, 1919); Mesopotamia (see W. T. B. R. 560, issued February 3, 1919); Servia and Roumania (see W. T. B. R. 551, issued February 4, 1919); the territory included in the line set out in Article 3 of the military clause of the Armistice Protocol of November 3, 1918 (see W. T. B. R. 574, issued February 4, 1919); Finland (see W. T. B. R. 590, issued February 11, 1919); Czecho-Slovakia (see W. T. B. R. 594, issued February 13, 1919); Bulgaria, Turkey and Black Sea Ports (see W. T. B. R. 602, issued February 16, 1919, and W. T. B. R. 665, issued March 24, 1919); German Colonies (see W. T. B. R. 609, issued February 21, 1919); the occupied territory of Germany (see W. T. B. R. 610, issued February 22, 1919); Adriatic ports, Albania and Montenegro (see W. T. B. R. 623, issued February 28, 1919); Luxemburg (see W. T. B. R. 652, issued March 17, 1919); the territory adjacent to and dependent upon the Adriatic ports, including Albania, Montenegro, Croatia, Slavonia, Bosnia, Herzegovina and Dalmatia (see W. T. B. R. 656, issued March 20, 1919); Poland (see W. T. B. R. 675, issued April 1, 1919); Esthonia (see W. T. B. R. 676, issued April 1, 1919), and German-Austria (see W. T. B. R. 679, issued April 2, 1919).

Building A Retail Business Through Service

By Robert F. Salade

AMONG the most popular business men who have offices in the Otis Building, Sixteenth and Sansom streets, Philadelphia, is "Abe," the proprietor of the cigar stand which is located on the main floor, in the corridor. The numerous people who are employed in the various apartments of this big building are all on friendly speaking terms with the young tobacco dealer. "Abe" is also well acquainted with a large number of the visitors who call upon the different firms on business matters. There are good reasons for his popularity.

Early in the morning of every business day "Abe" may be seen standing in back of the glass cases of his cigar stand, smiling and nodding to every person who enters the hallway. His cheery "Good Morning" salutation rings out to the president of a great company as well as to the pretty stenographer and the tired office boy. The pleasant smile and the kindly greeting help to put the workers in better spirits as they hurry past the stand on their way to the elevators. Many stop to buy something, not merely on account of the dealer's amiable manner, but mainly for the reason that his store is stocked with a wide assortment of useful articles.

It is not strictly correct to term this a cigar stand. While it is true that the shelves in back of the counter are filled with a large variety of boxed cigars and cigarettes of all the leading brands, and while the plate glass cases contain all kinds of pipes, cigar holders and other smokers' articles, there are also things on sale which are of particular attraction to the fair sex. For example, on top of the main show case is a large cut-glass bowl filled with chocolate "buds." Few girls who go in and out of the corridor pass by this display without buying some of the sweets. It is surprising, too, the considerable number of men who follow suit.

In addition to the "buds," there are bonbons, mints, chewing gum and other candies, all of which sell so actively that it keeps the dealer busy arranging fresh exhibits. There is a postcard rack where one may find colored views of the city's public buildings, parks, waterways, etc. Another feature of the stand is a stationery department. This line includes pens, pencils, notebooks, ink, mucilage, etc. Business men and office workers employed in the building often save time by supplying their stationery needs here. It can be understood, therefore, that "Abe's" store is more than merely a cigar stand. It possesses other advantages which has made it the most popular place in the building.

"Abe" belongs to that school of business men who study the psychology of service. His ideas on service are original, and through performing acts of kindness and courtesy for the public and tenants of the Otis Building, he has succeeded in making service a powerful selling force in his business.

For the convenience of people who work in the various offices of the building, the cigar-man keeps a number of umbrellas which may be borrowed for the asking. Rainstorms often occur at times when there is a scarcity of umbrellas in the building, and on such occasions the dealer's service is greatly appreciated. On a recent rainy morning "Abe" noticed a gentleman who is a frequent caller upon one of the tenants, standing in the corridor sadly watching the downpour of water in front of the doorway.

"Would you care to have the loan of one of my umbrellas?" asked "Abe" politely. "I have several here, and they are for any of the folks in the building who may have need for them."

"You must be a mind-reader," laughed the other man. "I was just wishing for an umbrella when you spoke. The storm found me unprepared. Thank you very kindly. I will return it to you within an hour."

The gentleman was as good as his word. The umbrella was returned safely and today that man is one of the dealer's regular customers.

Attached to the counter, in front of the cigar stand is one of those rapid lead pencil sharpeners, operated with a crank. Business men and women, as they pass in and out of the building, keep the little device busy throughout the day. The pencil sharpener represents only a small part of "Abe's" service to the public, but nevertheless the machine has elicited much favorable comment.

Not long ago a business man from one of the offices in the building stopped at the stand and bought a few cigars. The dealer noticed that the customer held several unstamped letters in his hand.

"Need any postage stamps for your letters, Mr. Gibson?" queried "Abe." "I always keep a supply of stamps for folks of the building who may want them."

"Why, yes; I do need some postage stamps," responded Mr. Gibson, pleased over the offer. "I was just about to run over to the postoffice. As usual, we were all out of stamps. Thanks. 'Abe,' you certainly know the meaning of the word service."

"I am trying to make the stand useful in every possible way," explained the tobacconist, "and I have discovered that one loses nothing by giving a little special service."

During a rainy afternoon, a gentleman carrying a suitcase and a rather bulky package, hurried in the corridor and stopped in front of the stand. "Abe's" quick eye noted the dripping umbrella, the suitcase and the parcel.

"Do you know a Mr. John Green having an office in this building?" asked the stranger.

"Mr. Green? Why, yes; I know him well. His office is on the tenth floor. Would you care to have me check your things until you return? No charge for the service."

"I would be pleased, indeed," answered the visitor. "Just came in from New York with this 'freight,' and it's sort of a nuisance, especially when one finds it necessary to make an important business call. I appreciate your kindness."

Later on in the day, after the stranger had departed, Mr. Green alighted from one of the elevators and stopped to have a talk with the cigar man.

"I want to thank you for your kindness to Mr. Walden, 'Abe,'" said Mr. Green. "He told me about you keeping his things while he was up in the office. He is one of my best patrons, and I want to say that you will lose nothing through your courtesy."

Among the tenants of the building is a business woman who often buys candy at the stand. One morning she bought a box of fine chocolates, and while the dealer was wrapping the package he remarked:

"Some folks in the building buy candy like this for the boys in camp. I attend to the addressing of the packages and send them by parcel post."

"How did you guess it?" replied the lady with a smile. "This box is for a brother of mine who is in camp. I will give you the name and address and you may send the package away for me. I thank you for the service. It will save me a little time."

Since then that woman has bought many additional boxes of candy at the stand, "Abe" attending to the addressing and mailing.

"You are no doubt acquainted with Mr. Taylor, who occupies an office on the third floor?" asked a business man recently while talking with the dealer. "I am about to make my first call on Mr. Taylor and I wish that I knew his favorite brand of cigars."

"That's easy," was "Abe's" ready answer. "Every morning he stops here to buy a Nero Extra-Special. Never smokes anything else."

"You know something," exclaimed the visitor. "Let's have half-a-dozen of them. He will wonder how I knew his preference."

"Abe's" cash register always contains a considerable amount of small change. The people of the building are often in need of having bills changed, and the dealer is ever ready to accommodate them. He is just as willing to exchange "chicken feed" for a one dollar note as he is willing to break a twenty dollar bill into notes of smaller denomination. He is never "too busy" to offer service of this character, and he will even go so far as to cash a check or money order for anyone whom he knows to be reliable.

During the summer season, on Sundays and holidays (when his stand in the Otis Building is closed), "Abe" assists his brother, who is in charge of the Casino cigar stand at Willow Grove Park, Pa. Thousands of people who patronize that famous amusement resort know about the excellent service which is to be had at the Casino cigar booth. Parcels and umbrellas are checked and there are other advantages not to be found at ordinary stands of the kind.

Y. & M. TAKES ADELPHIA STANDS

Perhaps no firm is better, or so well known, among smokers of good cigars in Philadelphia than Yahn & McDonnell, so that the transfer of the cigar stands in the Hotel Adelphia, Thirteenth and Chestnut streets, to their operation will be welcome news to their numerous friends and doubtless to the advantage of the hotel, the public and the firm. This, of course, without prejudice to the present or former operators, the hotel managers, but everyone to his trade, and Yahn & McDonnell have demonstrated their unusual grasp of the elusive problem of pleasing the smoker.

TOBACCO SITUATION IN SOUTH AFRICA

Vice-consul Charles H. Heisler, Cape Town, South Africa, reports the tobacco crop as seriously damaged. He states that the Transvaal produces the bulk of the Union's tobacco, and unfortunately has suffered considerable loss from the adverse weather conditions experienced during the season. Small quantities are produced in the other provinces of the Union, and the crops in these provinces have also suffered to a more or less extent.

In the Agricultural Department's crop report for 1917 the tobacco crop was estimated to be 15 per cent. below normal for the Union, this figure being also the estimate for the crop in the Rustenburg district, Transvaal, the largest producing area of the Union. Later reports, however, show that much of the late tobacco was damaged by an early frost, decreasing the production 60 to 65 per cent. of normal. The total tobacco crop was estimated at less than two-thirds of that in 1916.

EL DRACO CHANGES HANDS

The El Draco Cigar Manufacturing Company, which has been at Front and Arch streets for several years, has been acquired by L. D. Loughran & Company, of Washington, D. C., who have purchased the entire plant with the brands and good-will. The concern will be known as the Stratford Cigar Company and will be under the management of Lee D. Loughran. Thomas J. Daley will supervise the manufacturing and the company has leased 101 Arch Street and 104 North Front Street in addition to the present building and the buildings will be remodeled. Two new brands of 7-cent cigars will be introduced to the trade and public.

A. FERNANDEZ & CO. INCORPORATE

Antonio Fernandez & Company, Fort Myers, Fla., have incorporated with a capital stock of $50,000. The charter is a broad one and gives authority to plant, grow, cultivate, cure and treat and to improve, buy and sell leaf and other tobacco; to manufacture, buy, sell cigars, cigarettes, cheroots, little cigars, snuff and all other forms of tobacco, and smokers' articles and supplies of all makes, kinds and descriptions; to manufacture and sell cigar boxes, labels, lock corner boxes, barrels, cigar box lumber, mill work in wood and wood specialties; to buy or otherwise acquire and own, hold, mortgage, sell, assign, transfer or otherwise dispose of real property of all kinds and descriptions; to erect and otherwise acquire real estate, factories and buildings; to establish and maintain factories and buildings; to establish and maintain cigar factories. The officers, who also constitute the board of directors, are: Antonio Fernandez, president; C. L. Starnes, vice-president, and W. J. Odom, secretary and treasurer.

THE TEN COMMANDMENTS OF SUCCESSFUL RETAILING

I ATTRACTIVE DISPLAY OF STOCK

II COURTESY

III QUICK SERVICE

IV WIDE ASSORTMENT

V SMALL STOCKS

As exemplified in the tobacco industry—Interior of a typical "U. S. Cigar" Store

VI STOCKS QUICKLY REFILLED

VII SPACE WELL USED

VIII SMALL MARGINS

IX QUICK SALES

X NO CREDIT

The Heir to John Barleycorn

Tobacco as An Example

By Walter Chester, Food Specialist of the Erickson Company

Reprinted by permission from "Advertising and Selling"

In this article Mr. Chester very casually makes a rather startling suggestion with reference to tobacco advertising. Mr. Chester is exceptionally qualified to make such a suggestion, inasmuch as he is credited with being one of the most successful writers of cigarette and tobacco copy in this country.—Ed.

I HAVE no case to present for the tobacco interests. They don't need it.

It is to be expected that many weary pilgrims in the approaching day of the Great Drought will find solace in tobacco.

It is equally obvious that the tobacco industry as a whole cannot be reproached for that lack of business provision which is largely responsible for the downfall of John Barleycorn.

The fact that the cigarette in particular has come back so strong after languishing so long in popular disfavor is one of the best examples of the power of good advertising when supplemented by correct retail practice.

There is, however, formidable opposition to be overcome,—not only by cigarette men, but also by cigar and tobacco interests,—in order to improve or even maintain present standing in popular good will.

To a very great extent, this opposition has the same source and is of the same nature as the prohibition movement, and its strength is indicated by the fact that all forms of tobacco advertisement are excluded from women's publications and that cigarette advertising is excluded from the Saturday Evening Post.

Without in any way entering into a discussion as to the moral principles at issue, it is evident that here is a social factor that cannot be ignored or dodged.

Since it cannot be ignored or dodged, it seems to me that the logical line of action for tobacco advertisers is to meet the issue not brutally or offensively, but directly and aggressively

BY ADVERTISING TO WOMEN

Now hold on a minute.

I am not suggesting that you advocate a vogue of smoking among women. In fact, the very essence of what I propose is that women be induced to cherish smoking as a strictly masculine "virtue." Yes, sir,—"virtue." A manly thing to do—the thing that a woman should expect Friend Husband and Dad and (grown) Son to do—a habit to be aided and abetted and otherwise conspired for by the women of the house for the happiness of the home.

"What! Telling them that in so many words!" I hear somebody yelling from the back seat.

Oh, no. Nothing like that. A little finesse is so much more effective.

How then?

Listen, you good copy writers, you shrewd planners of tobacco, cigar and cigarette campaigns, and I'll tell you. Incidentally I will give you the germ of an idea good for a whole flock of campaigns of Prince Albert and Velvet Joe calibre, if you work it out.

First Step:

Let each copy writer and advertising planner fix firmly in his mind the idea that SMOKING IS A HOME INSTITUTION.

Around this central thought let other ideas of home life and activity revolve, such as

Home planning
Household furnishings
Hospitality to "His" friends
Pleasant neighborhood calls
Pleasant evenings at home
Home comradeship
Then write your copy.

Second Step:

Saturate your mind with the idea that TOBACCO SOOTHES JANGLED NERVES.

Weave this thought into your pictures of the "raspiness" of modern life as exemplified by

Traffice jams
Subway crushes
Hard streets
Harsh voices
Shrieks and shrills
Petty frustrations
Then write some more copy.

Use all the pretty girls you want to,—dress them in the reputed modes of early Egypt or late Parisian, if you please. Use the Club, and the Gilded Youth with the Tall Hat, and the High Stepping Horses at the Horse Show, and any and all of the well-known tobacco advertising "props"—but don't fail to put *"Home"* into your smoke ads, and don't fail to put over the idea of physical benefit, e.g., relaxation and soothing effect on nerves.

That is the formula for tobacco advertising that will successfully:

1. Win the good women of the home.
2. Counteract the nicotine fetish.

Now I am not going to stop to argue that the effect of tobacco on the human system is or is not bad—and that the use of tobacco is or is not moral. The fact is that a great many people think that tobacco is injurious and that a great many more people link tobacco with cards, whiskey, staying away from church, and other things not supposed to be "nice," including in many cases even dancing.

These are simply the facts that must be taken into account and I have simply indicated how I think they must be dealt with when they are taken into account.

I have every reason for believing that the far-sighted leadership which has so far successfully directed the destiny of the tobacco industry will prove itself capable of dealing with these conditions.

And that is all I have to say to the tobacco industry. But it is not all I have to say about the tobacco industry.

HELMAR
15 cents for 10
TURKISH CIGARETTES
WHY smoke an inferior cigarette when Helmar costs but a trifle more?
Helmar is 100% Pure Turkish, and Turkish tobacco is the Mildest and Best tobacco for cigarettes.
Quality-Superb
Windsor Castle FAGS
John Bull says: "They are Bully." And the Allied Peoples are in "full agreement."
20 FAGS 20 Cents
The MILITARY smoke
EGYPTIAN DETTIES
LISTEN!!
You can get twice as many ordinary cigarettes for the price of Murad.
Judge for yourself—!
MURAD
THE TURKISH CIGARETTE

On these opposite pages we have illustrated the two leading types of current tobacco and cigarette advertising. The reproductions on the left illustrate the Lorillard Company's idea of effective publicity. The illustrations on the right represent the American Tobacco Company's ideas as to result-producing copy. Each type is regarded by its adherents as the most ideally adapted for its purpose. Copywriters and advertising men will note that in the Lorillard advertising there is no connection between copy and artistic design, the sole purpose of the advertising being evidently to attract the eye and startle the mind by unusual display and arrangement with especial attention to prominent display of the package. The burden of convincing the reader is left entirely to brief and forceful copy. In the American Tobacco Company's advertising it will be noted the art work serves both the purpose of illustration and attention-getting. The American Tobacco Company relies on unusual ideas illustrated in a graphic and compelling manner. The fact that both types of advertising have been consistently followed for years proves that there may be more than one way of accomplishing an object provided that way is consistently followed and skilfully carried out.

Although the tobacco industry, in my opinion, does not require the pointing out of its claims to the estate of John Barleycorn, there are certain conclusions to be drawn from the conduct of the tobacco business in contrast with the conduct of the liquor business, which can be applied with profit by would-be successors to John Barleycorn, and it is for the purpose of pointing out these things that this article is mainly intended.

Three great lessons are taught by the contrast between the successful business methods practised by the tobacco industry and the unsuccessful business methods practised by the liquor industry.

They are:

1. A lesson in advertising.
2. A lesson in trade sales work.
3. A lesson in retailing.

I—PUBLICITY LESSON

The great lesson offered by tobacco vs. liquor advertising is this:

YOU CAN DEPEND *WHOLLY* UPON ADVERTISING TO SELL YOUR GOODS.

Provided of course that the quality of your product backs up the claims of your advertisements, you can depend solely upon consumer publicity to build up and maintain your market—and your position in the market.

You don't need to bribe or subsidize, control or influence your retail distributor in order to secure satisfactory outlet for your goods. Put it up to your public strong enough and dealer resistance is bound to disappear. Any advantage secured by your competitors, that does not rest squarely on public favor, will simply melt away. Not only that but *trade evils*, otherwise tending to restrict or artificially modify the natural retail movement of goods and the freest, most equitable and cleanest dealer-consumer distribution, tend to disappear, if the industry as a whole makes consistent and liberal use of advertising. It is no mere coincidence, then, that in the tobacco industry, which spends millions a year to market its product, you find that the vast majority of retail establishments, chain stores and independent, are of the most modern, progressive type. The up-to-dateness and progressiveness of cigar store management is but the natural complement of the broadgauged advertising policy of the leading tobacco manufacturers. Good tobacco advertising and good tobacco merchandising—each supports and encourages the other.

The net result is that the tobacco, cigar and cigarette interests are "in right" with the public. And they will stay "right" so long as they continue to put it up to the public—by publicity!

II—DEALER LESSON

The lesson in trade-sales-work may be drawn from the conspicuous failure of the liquor industry in saloon management. It is this YOU CAN'T DEPEND UPON RETAIL MANIPULATION TO TAKE THE PLACE OF ADVERTISING.

The liquor industry, of course, has spent a lot of money in advertising—nothing to compare with tobacco advertising expenditure, yet a considerable sum. But in spite of this advertising, *which has tended so far as it has gone to promote good retailing*, the liquor industry has always been severely handicapped in attempting to hold public favor by gross mismanagement of its retail outlet—the saloon.

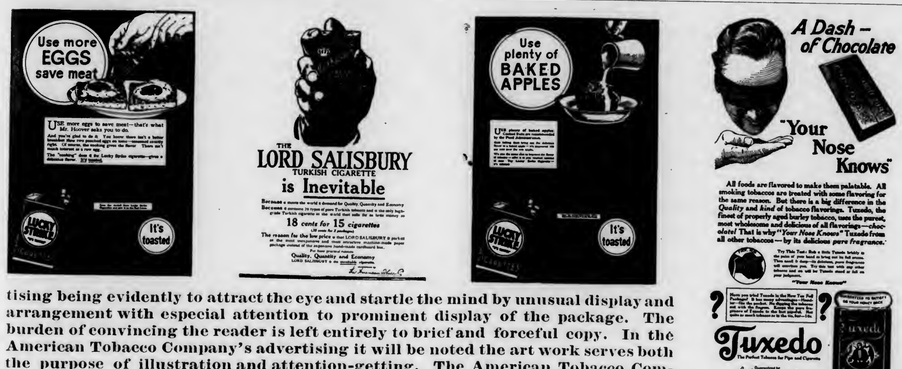
It may be that this mismanagement was a fortunate thing from the social or moral point of view. However, I am not discussing this from the social or moral viewpoint—but from a strictly business point of view. And from a strictly business viewpoint I maintain that the downfall of John Barleycorn was greatly accelerated, if not indeed directly caused, by conditions which could have been avoided by enlightened direction or leadership in the industry.

Undoubtedly most of the conditions which brought the liquor industry into disrepute have centered in the low-grade saloon. The bulk of the liquor sold has been dispensed through this class of saloon. Most of these saloons are owned by the brewery interests. Hence, the brewery interests have had it largely in their power to control the conditions and to ameliorate or eliminate the conditions which have brought prohibition.

But they didn't use their power—to this end. Instead they sought to insure sales and profits and overcome competition by *grabbing the retailers' profit without sharing the retailers' responsibility*. They apparently acted on the theory that it didn't matter what went on in the saloon, so long as the brewer got the money. They have simply paid the penalty for poor trade-sales-work, for poor dealer management.

Of course the penalty they had to pay was for moral and social transgression as well. But this moral and social transgression was the inevitable product of the transgression of good business principles which preceded it. The fact that the penalty which the brewer has had to pay is greater than the penalty for similar and equal transgression in other lines simply means that the brewer should have used more instead of rather less than ordinary effort and intelligence in improving retail conditions.

(*Continued on page 18*)



The Universal Tobacco

Universals are solving the problem of slow and costly hand-labor and limited production. They save waste, increase volume and cut costs.

Universals are convincing proof that machinery can do better work in greater quantities at lower cost, than can the old method of stripping by hand. They eliminate torn leaves and curled tips.

A thousand factories today are profitably using from one to four hundred Universal Tobacco Stripping and Booking Machines. There are Four Thousand in constant use today.

Universal Tobacco Machine Co.

Catalogue and Price List on Request

THE

Hand Made Ver

THERE was a sign in a Broadway window th day which read, "No man should do work machine can do." The statement could be made b than that, truthfully; "No one should do work machine can do."

And why should a man or woman, boy spend laborious hours in doing work that a mec device can do more quickly, more economical more satisfactorily? Strange as it may seem, th tedious work is usually the kind that comman smallest recompense.

Why should a manufacturer depend on hand for his production when he can increase his prod cut down his overhead and standardize his facto erations by the use of machinery?

A single example of what machinery has do industry is found in the cotton gin. Without Eli ney's crude device it would take 17,500,000 hand ers *one year* to pick the seeds from the 1918 cotto The whole world has benefited from this device the farmer who grows the cotton to the consume buys the manufactured article.

Machinery is economical of labor and econ of material. It helps to standardize production contributes to *increased* production.

Among the last industries to seriously consi development of mechanical devices is the cigar facturing trade. It is safe to say that such mach as has been perfected up to this time only mark ginning.

There are two particular devices that are manding attention in the trade today. One is a plete cigar-making machine and the other is a ping machine. The former is said to have prov practicability and the manufacturers are swamped orders. The latter *has proven* its ability to save save waste and to increase production.

As an example of the proven value of the stri machine a certain manufacturer of these devices that he has already sold them to almost one thou cigar manufacturers in quantities of from one to hundred. This means that at least 50 per cent. the cigar manufacturers in the United States prod more than one million cigars a year have equ their tobacco stripping plants with this type o chine.

Whatever the natural prejudice of the cigar facturer may be, he can no longer evade the fac mechanical devices mean factory economy, both in and in material, increased production without any tion, and standardization of factory equipment a production. Every one of these points is a vita important factor in every cigar manufacturing lishment.

When labor was plentiful and wages low, and materials cheap, there was no incentive to seek economical methods of producing a cigar. But with labor scarce and high and raw materials a highest point in history, necessity compels rese among mechanical devices.

The old "Strictly Hand-made" slogan has cr in the minds of the cigar manufacturers a natural

ORLD 7

hine Made Goods

to the use of machinery in any form. This aversion been handed down like a family heirloom from r to son and has been a serious obstacle in the lopment of the industry along mechanical lines. It is one of the serious problems of the cigar manu- rer today to find a type of labor that will bend to edious, preliminary process of preparing tobaccos igars. The most tiresome task is the stripping of co by hand, and it also requires a certain amount ill. There is a minimum for all labor today, and rdless of the *worth* of the work, the *price must be* Machinery is now offered that relieves the er part of the tedium, saves waste, conserves labor releases it for better paying work) and increases uction.

Skilled labor in the cigar industry is growing er and scarcer, and without mechanical devices to the production needs the industry must and will . Tobacco strippers no longer grow on trees. ameness of the operation and the tedium of it s it a real task. Hand stripping is becoming a lost

But machinery magically rises to supplant the old process with many economies over the hand od. The value of these economies cigar manufac- s are beginning to appreciate.

The prejudices of labor, like those of the cigar facturer, are unfounded. Contrary to robbing an oye of a job, it really raises him in the social scale. ad of being a mere hand worker he becomes the oller of a mechanism that does his work. He y supervises, in a sense, and sees that the machine what it is intended to do. He is no longer an naton but the operator of a machine which is under ntrol. There is something to stir his imagination, hing to hold his interest, and a feeling inside the hat he has moved upward several rungs on the r of his life's accomplishments. *The manufac- has given the workman a machine to do his work the workman still gets paid for it.*

The fact that unskilled labor can be used on such nical devices as a stripping machine is certainly incing argument in its favor. And this without ering the fact that there is an increased produc- n the yield of machine-stripped leaf over hand- ed leaf, that in most cases will pay the cost of the ne and equipment in one year's time.

What is said of the stripping machine could prob- e said of other machines and facilitating devices, cigar manufacturers had shown sufficient interest eloping their industry along mechanical lines in- of sticking to expensive and antiquated "Strictly made" production.

n the cigar industry large profits come from e. During the war it was *production* that made y possible. The taxes to pay for the victory must rom production.

rom this hour on cigar manufacturers should be n the alert for machinery and facilitating devices nce the cost of production, to lighten the burden h wages and to eliminate waste of every char-

Stripping and Booking Machine

Especially the present day of scarce and high paid labor calls for the installation of the Universal in every factory employing five or more cigar-makers. One Universal and one operator can do the work of from two to three hand-strippers.

The Universal is the friend of the laborer as well as the employer. It releases the hand-workers for higher-paid easier labor and increases the number of jobs by booming the industry.

The Universal is the key to big production. Cigar-makers produce 35 to 50 more cigars per day because of its smooth flat booking. For the manufacturer who realizes that his profits lie in big volume of production, the Universal is a first consideration.

79 Fifth Avenue New York

Factory ~ 98 ~ 104 Murray St. Newark, N.J.

(*Continued from Page 15*)

The really significant fact is that *there is no escaping the penalty of retailing transgressions in any industry.* If the leaders in any industry, or those who aspire to leadership, fail to accept the responsibility for retail conditions, the penalty may not be total suppression, but it will surely be curtailment of sales and profit. And the penalty falls alike upon the guilty and the innocent.

The lesson is plain that those of you in the soft-drink, or the tea and coffee, or in other lines, who seek to supply a part of the market John Barleycorn has forfeited by poor business methods must do the two things the brewer failed to do.

FIRST—INSURE RETAIL PROFITS

—not by grabbing them yourself through retail ownership or control, like the brewery trade, but by insuring quick sales and turnovers through good advertising and enough of it like the tobacco trade.

SECOND—PROMOTE GOOD RETAILING

by accepting full responsibility for retail conditions and the retailers' efficiency and success.

In other words, Gentlemen of the Soft Drink and Tea and Coffee Trades:

Reverse the brewery formula: "Let dealer take care of himself."

Apply the tobacco formula: "Sales by advertising."

And your chances of success will be bright.

III—RETAILING LESSON

This brings us to the third lesson: Good Retailing.

What is Good Retailing?

Almost any cigar and tobacco shop will supply the answer.

1. Attractive Display.
2. Courtesy.
3. Quick Service.
4. Wide Assortment.
5. Small Stocks Kept.
6. Orders Quickly Filled.
7. Space Well Used.
8. Small Margins.
9. Quick Sales.
10. No Credit.

These are the ten commandments of good retailing that the Soda-Fountain, the Tea-Room, the Coffee-Bar and other successors to the saloon must be induced to follow.

Attractive display means greater real cleanliness and greater evidence of cleanliness around soda-fountains. To my mind it means nothing less than the total abolishment of glass and metal spoon—and the use of paper cups and spoons in attractive silver holders. In any event it means conspicuous evidence of real sanitation. It means clean hands and also clean aprons.

Courtesy in the soda-fountain has far to travel to attain the cordialness of the tobacco shop "Thank You!" The fact that cigar stores are putting in soda-fountains offers hope here.

Quicker service—even here the soda-fountain lags behind the cigar store for the lack of mechanical facilities which might be provided.

In all these things—display, courtesy, facilities for service—manufacturers should be alert, through salesmen and roadmen to encourage and help the retailer towards higher standards. And, of course, most manufacturers don't need urging so much as helpful suggestions to do this missionary work.

The real struggle for manufacturers and salesmanagers is when it comes to the question of assortment, size of stock and filling orders. Here, through tradition and habit, the impulse is stock the dealer with a big order and a single shipment. It has taken real courage and vision on the part of pioneers in many lines to establish the now commonly accepted truth that in the end the biggest returns from the dealer go to the salesman who does most to help rather than to sell the retailer. Soft-drink advertisers and others will do well to note the conspicuous success of this principle in the tobacco trade. A wide assortment of lines and brands and a small stock of each is made possible by an effective system of quick delivery of requisitions from ample wholesale stocks, strategically situated.

Moreover, a wide assortment of styles and flavors in soft-drinks, teas and coffees is an essential condition for supplying the new demand. Owing to the fact that soft-drinks, tea and coffee are not "repeaters" like beer, wine and other alcoholic drinks, *greater variety must be offered to attain the volume of sales desired.*

To promote the effective use of floor and counter space—and to demonstrate that small margins are compensated by quick sales and no credit are the remaining obligations of the soft-drink, tea and coffee and other advertisers catering to the ex-saloon trade.

Small retail margins are necessary from the manufacturer's point of view for two reasons:

1st. Healthy trade conditions.

2nd. Greater consumption.

It has been demonstrated in many lines that too great a margin defeats its purpose. No manufacturers can gain permanent advantage by offering more than trade conditions demand. Any departure means competitive demoralization. The cure and prevention is:

Move the goods by publicity and show the dealer that profit comes from turnover not margin.

And here again the liquor and tobacco industries offer illuminating contrast.

P. A. BECKER DEAD

P. A. Becker, president of the P. A. Becker Company, Inc., manufacturers of humidors, glass lids and other articles for the cigar trade, with offices and factory at 132 Cumberland Street, Brooklyn, N. Y., died on April 7. Mr. Becker was widely known in the trade, having established the business twenty-eight years ago, and having perfected and patented various inventions, in the line of his business.

Dominican Leaf Imports Swell 1919 Figures

Washington, D. C.

THE end of hostilities has resulted in a considerable increase in our foreign tobacco trade, both import and export, according to statistics which are now being compiled by the bureau of foreign and domestic commerce, of the Department of Commerce.

During the month of February our imports of leaf tobacco showed a decided increase over those of the corresponding month of 1918, due to the removal of restrictions and the additional cargo space available on trans-Atlantic vessels. Our imports of leaf suitable for wrappers, for instance, amounted to 350,637 pounds, as compared with 35,797 pounds in February, 1918, while other leaf amounted to $6,446,724, as compared with $6,391,983.

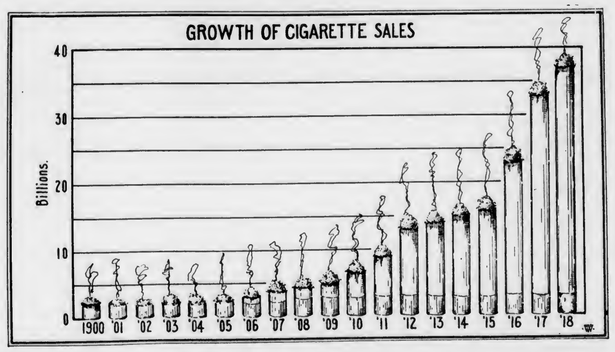
The bureau is now preparing figures showing the imports of leaf tobacco for the eight months ended with February, as compared with the first eight months of the fiscal years 1917 and 1918, from which it is learned that our 1919 imports will be considerably higher than those of either of the two preceding fiscal years.

During the first eight months of 1919 our imports of wrapper leaf amounted to 7,036,124 pounds, valued at $10,563,211, an increase of 100 per cent. over those of the corresponding period of 1918, which were 3,762,997 pounds, valued at $4,731,793, and nearly three times the total of the 1917 imports of 2,420,499 pounds, valued at $3,041,644. This great increase is due almost entirely to receipts from the Dutch East Indies, which has more than absorbed the loss of shipments from the Netherlands.

Imports of other leaf during the first eight months of the current fiscal year totaled 43,452,861 pounds, with a value of $26,365,968. This is a slight decrease from the receipts during the corresponding period of 1918, which were 44,750,179 pounds, with a value of $23,783,071, but a great increase over those of the first eight months of 1917, which totaled 25,100,547 pounds, valued at $11,480,114. The great increase in imports from the Dominican Republic is responsible for the showing as compared with 1917.

	Wrapper Leaf	
1917	*Pounds*	*Value*
Netherlands,	2,230,842	$2,782,077
Canada,	38,698	40,546
Cuba,	91,720	195,651
Dutch East Indies,	.....	.....
Other countries,	59,239	23,370
1918		
Netherlands,	352,343	573,924
Canada,	11,044	11,426
Cuba,	134,302	203,636
Dutch East Indies,	3,262,740	3,940,322
Other countries,	2,568	2,485
1919		
Netherlands,	486	658
Canada,	135,484	147,603
Cuba,	31,059	70,120
Dutch East Indies,	6,780,101	10,226,042
Other countries,	88,994	117,788
	Other Leaf	
1917		
Greece,	4,338,703	1,727,251
United Kingdom,	88,671	42,496
Mexico,	1,729,666	189,689
Cuba,	13,832,230	8,674,828
Dominican Republic,	1,828,274	187,637
Other countries,	3,283,003	658,213
1918		
Greece,	12,895,408	10,156,725
United Kingdom,	44,982	58,844
Mexico,	238,177	58,901
Cuba,	11,671,877	9,165,210
Dominican Republic,	11,790,083	1,249,945
Other countries,	8,109,052	3,093,446
1919		
Greece,	9,756,966	10,942,146
United Kingdom,	1,025	1,784
Mexico,	388	737
Cuba,	12,260,452	11,152,070
Dominican Republic,	14,897,380	2,173,466
Other countries,	6,536,650	2,095,765

The great lesson offered by cigarette and tobacco advertising is this: You don't need to bribe or subsidize your retail distributor to secure satisfactory outlet for your goods. Put it up to your public strong enough and dealer resistance is bound to disappear. Any advantage of your competitors that does not rest squarely on public favor will simply melt away.



SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

LEAF MARKET JOTTINGS

IN Lancaster County there are many conflicting reports and statements. A recent editorial in the *Lancaster Examiner*, by "C. C.," sets forth the facts clearly as appears from a digest of numerous other articles. He says, in part: "Lancaster County tobacco growers are facing a serious situation, for which at least partial remedy should be secured and can be secured. With fifty per cent. of the stock still held by the farmers and in danger of deterioration, dealers and packers are refusing to buy on the ground that the 1918 crop lacks burning qualities. At the same time, a single disinterested expert (name furnished on request) has given the writer his opinion that the crop, if properly packed and cared for, and then allowed to go through one or two 'sweats' in normal fashion, will turn out to be a fairly desirable product for manufacturers to take. There is some doubt as to the matter, but growers, fairly well situated financially, will be justified in taking the same chance with it that certain packers are now doing.

"Two or three far-sighted growers (names can be furnished) have met the situation for themselves by arranging with independent packers to take their crop and pack it. They have then provided for holding the cases under conditions and will take chances upon the results after the 'sweat' for themselves, just as the packers are doing. A few of these independent packers are located in Lancaster city and others are in Mount Joy, Lititz and surrounding towns. It is suggested that the most feasible method of packing and holding the crop will be to have packers come out to the farms, do the work there, and arrange the storage. Another method tried with some success is to have the crop sent to the packing plants and packed and held there.

"The final news conclusion in the matter remains. Growers are in a difficult situation, but can help themselves very considerably, though the helping will cost them some money and put them to the necessity of immediate individual action. If they adopt the self-packing method, they will run altogether too many chances of developing an unmarketable product, but they get packers to do the work, provided they get on the job and try."

There has been a considerable drop in prices, growers asking 16 and 18 and buyers offering anywhere from 7 to 12, or declining to buy at any price.

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In Wisconsin, the crop is now estimated to be the largest ever produced in the State, and since the larger selling started, vast quantities have been sold; but the balance in the growers' hands in some localities has scarcely seemed to decline. A single concern is said to have bought not less than twenty-five million pounds out of the estimated 1918 crop of fifty-six million pounds. At Edgerton there has been some slackening up in buying, especially in the taking over of the better grades of binder leaf, mostly because the dealers do not see the way of getting the tobacco assorted and packed, owing to the present help conditions at the handling points. A few of the larger concerns would gladly add to their holdings but for this reason. The sale of the cheaper grades continues, but the volume of trading is hardly up to that of a few weeks back, while the price, too, dropped a point or so below that which has prevailed. The difficulty of securing suitable storage for low grades is also a matter of some concern. Every storage building at central packing points is already crowded to the roof with bundle leaf. It is uncertain yet how this condition may effect the further immediate movement of the crop.

The help situation at the packing points is not altogether lovely and packers complain it is difficult to get proper work done, while everybody is needing more experienced sorters and compelled to take up with anything that comes to hand.

The only leaf quotations that have recently come from this market are 22 and 8c.; 23 and 8c.; and 24 and 8c.; the bulk of sales has been made to the stemmers at 15 cents and down the scale.

***

In New England, many crops remain unsold and with proverbial lack of willingness of the Easterners to quote or state prices, they are impossible or difficult to get at. Of one thing every one seems assured, that is that there will be no decrease in acreage planted for the new crop, but rather a probability of an increase, as the labor problem will not handicap the growers as it did last year. Generally the situation resolves itself into a condition in which the growers were disappointed in getting the prices they expected and formed associations everywhere to hold it. It is thought, however, that buyers have all they want at present, either bought or under contract and that by next season the market will be pretty well settled down. It is said that the hillsides and valleys of Worcester, enriched with the proper fertilizer, can be made to produce tobacco as good as any raised in the Connecticut River Valley. Good crops of tobacco have been raised in back yards without any special attention being given to the preparation of the soil other than the use of the usual fertilizers used in the common vegetable gardens.

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The War Trade Board announce, for the information of exporters in the United States, that they have been informed that the restrictions upon the importation into Belgium of tobacco, referred to in W. T. B. R. 666, issued March 25, 1919, have been removed. For the importation of tobacco into Belgium, individual import licenses will no longer be required.

ONE WAY OUT!

The New Taxes added to the cost of tobacco leaf and labor in the cigar trade greatly increase the importance of the Price Question.
Every Cigar Dealer must answer it a hundred times a day until the smoking public is educated to a new standard of prices and values.

How Will You Answer It, Mr. Dealer?

What are you going to say when the Doctor or the Judge or the Business Man explodes a red-hot argument that the price of his smoke is too high or the size of the cigar is too small? Even suppose he agrees with you that the cost of materials and labor and taxes justifies the increases, BUT—the present price of his old smoke puts it beyond the capacity of his pocketbook?

Whatcha Gona Say? Eh?

Well, if you have been wise enough to get 'em, you'll turn to the Manilas in your cigar case and you'll say to the Doctor or the Judge or the Business Man, "Here's something that smokes sweet and clean. It is a nand-made cigar, long filler, and the very best value on the market today at the price. Give 'em a fair try-out for a week, and it's a ten to one bet you'll agree with me."

It Sounds Easy! It Is Easy!

HANDLE MANILA CIGARS
THERE'S MONEY IN IT

List of Manufacturers and Importers on Application

Manila Ad Agency
CHAS. A. BOND, Mgr.
546 West 124th Street New York
Telephone, Morningside 6960

Tampa Clerks Strike

TAMPA has another strike. This time it is the union of clerks. On April 9 a telegram from Tampa stated that 22 factories were closed.

The clerks have demanded that electric elevators be installed and March 25 was given as the last day. Arbitration and other attempts at settlement delayed the calling of the strike until the 8th.

Some manufacturers are at a disadvantage, inasmuch as they do not own their factory buildings and do not feel that they can afford to instal the elevators at their own expense since the owners have refused to put them in.

Even manufacturers who own their own factories do not look with enthusiasm on an expenditure of $1200 at this time.

It is pointed out that there is some insincerity somewhere, since the clerks left one factory when the elevator was on the ground awaiting installation. It is further pointed out that the clerks operating elevators are not skilled workmen and that their labor is not worth more than $11 a week. The clerks have demanded an increase of $2 a week for all making $17 a week, and an increase of $4 a week for all making less than $17. This increase is supposed to be a temporary one pending the installation of the electric elevators.

It is very doubtful if the citizens of Tampa or the business men are in sympathy with this new strike. It has been strike, strike, strike, for one cause or another. Tampa's production is constantly hit, profits are lost, and the workmen themselves lose money. To Tampa merchants this means either a falling off in business or an extension of credit. There must be a point beyond which the manufacturers cannot go in meeting every large and small demand of the employes.

There has recently been started a movement among the cigar manufacturers to form an organization where each manufacturer who joins must put up a bond in proportion to the number of employes in his factory. This bond is to be forfeited without recourse if he fails to stick by agreements that he makes. This plan is said to be making satisfactory progress.

We understand that more than one manufacturer has served notice that unless some arrangements are made to put a stop to these demands and strikes that they will close their factories and leave Tampa.

Conditions have certainly reached a very serious stage. The aggregate overhead of the Tampa factories must be a very considerable sum and with the factories closed by recurring strikes from a month to three months in every year an obstacle is raised that makes it very difficult for the Tampa manufacturer to operate at a profit.

Fortunately the discriminating consumer is a smoker of quality and of known brands. Were it a question of price merely, regardless of quality, many Tampa factories could not have existed on clear Havana goods alone.

For the sake of the industry it is to be hoped that the proposed court of appeals will furnish a common meeting ground for both the manufacturer and the employe. Sooner or later there must be found some basis for calm and reasonable discussion of the problems of both the manufacturer and the factory worker. There must be co-operation and concessions on both sides. Then, and only then, will strikes cease and the Tampa factories enter an era of unprecedented prosperity.

TOPIC
Clear Havana Cigars
10c and upwards

BOLD
"Above All"
SEVEN CENTS

Smokes for the discriminating smoker that are perfection in the blending and selection of high grade tobaccos.

Bobrow Brothers
MFGRS.
Philadelphia Penna.

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., *Philadelphia Distributors*

All Smoking Tobaccos are Flavored

"Your Nose Knows"

The Encyclopaedia Britannica says about the manufacture of smoking tobacco, ". . . on the Continent and in America certain 'sauces' are employed . . . the use of the 'sauces' is to improve the flavour and burning qualities of the leaves." Your smoke-enjoyment depends as much upon the Quality and kind of flavoring used as upon the Quality and aging of the tobacco. Tuxedo tobacco uses the purest, most wholesome and delicious of all flavorings—*chocolate!* That flavoring, added to the finest of carefully aged and blended burley tobacco, produces Tuxedo—the perfect tobacco—"Your Nose Knows."

Try This Test: Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Guaranteed by
The American Tobacco Co.
INCORPORATED

DEALERS . . . ATTENTION

The new Tuxedo advertising campaign (one ad. of which is reproduced above) is arousing the greatest interest among the pipe smokers of the Nation—and among cigarette smokers too! Here's a campaign that *tells smokers something*—real tobacco *news*. Are *you* getting *your share* of the new business this Tuxedo campaign is creating?

Tobacco Substitutes

The following article is reprinted from the *New York Sun:*

"Shortage of tobacco in central and northern Europe has had some curious results, which might furnish some equally curious lessons for critics of the weed. The most earnest efforts to convert smokers into members of an anti-tobacco league have usually been concerned with attempts to startle them with the dangers of nicotine, it being assumed without proof and in spite of obvious difficulties that nicotine is responsible for all the ills, real and imaginary, attributed to smoking. This argument satisfies nine men out of ten, although they may have read or have been told the proportion of nicotine in smoke is exceedingly small, and that, even if it were larger, it would not account for the subtle enjoyment which tobacco gives.

"What is the secret of this enjoyment? There have been many theories, but they have never been satisfactorily tested until the present day. The question is really whether men can find a substitute for tobacco, and if so, whether in character, flavor or aroma it is as agreeable as real Havana or Virginia leaf.

"In short, what is the constituent that makes tobacco delightful? Is it nicotine, as so many allege, or is it pyridine or some other property of smoke?

"As a result of experiments in artificial tobacco it was found that the substitutes, the chief of which are dried cherry leaves and coltsfoot, lack the soothing qualities of the genuine weed. But as nicotine is related to pyridine, which can be made artificially, it is possible that nicotine itself may be produced synthetically and employed to charge plant leaves with the supposedly essential ingredient of tobacco.

"Professor Lassar-Cohn, who worked in association with a tobacco factory and a large chemical factory, has published his findings, which go to show that the secret of tobacco is not ready to give itself up entirely. The first results, cigarettes of chestnut leaf, charged with a pyridine and nicotine derivative, were far from agreeable smoking; in fact, chestnut leaf cigarettes are described as 'horrible'; but it is argued that tolerable cigarettes of coltsfoot or cherry leaves charged with synthetic nicotine may eventually be produced.

"The result does not give much comfort to anti-tobacco logicians. Nicotine may be prepared in the chemist's laboratory just as it is in nature, but the substitution of the artificial for the natural fails to give enjoyment to smokers. The result confirms the opinion of students of tobacco that its chemical properties have comparatively little to do with the pleasure of the weed."

TOBACCO MADE IN ENGLAND

That there are good opportunities for the sale of manufactured tobacco in England at present is indicated in an article by the editor of the *Cigar and Tobacco World of London.* He says that there is plenty of tobacco in bond and more coming in, but there are neither the men nor the machines for the requisite manufacturing processes. The Army requires more tobacco than ever, the demobilized men are adding to the demand at home, women are smoking like—well, like men—and the normal increase of smokers still goes merrily on. Everything, in fact, seems to militate against the ordinary smoker—the man-in-the-street—and to prevent him from obtaining his supplies. It is hard lines on him, but the manufacturer cannot help him and the dealer cannot help him.

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality—and quality alone

7¢
to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

Two Brands that will Increase Your Business

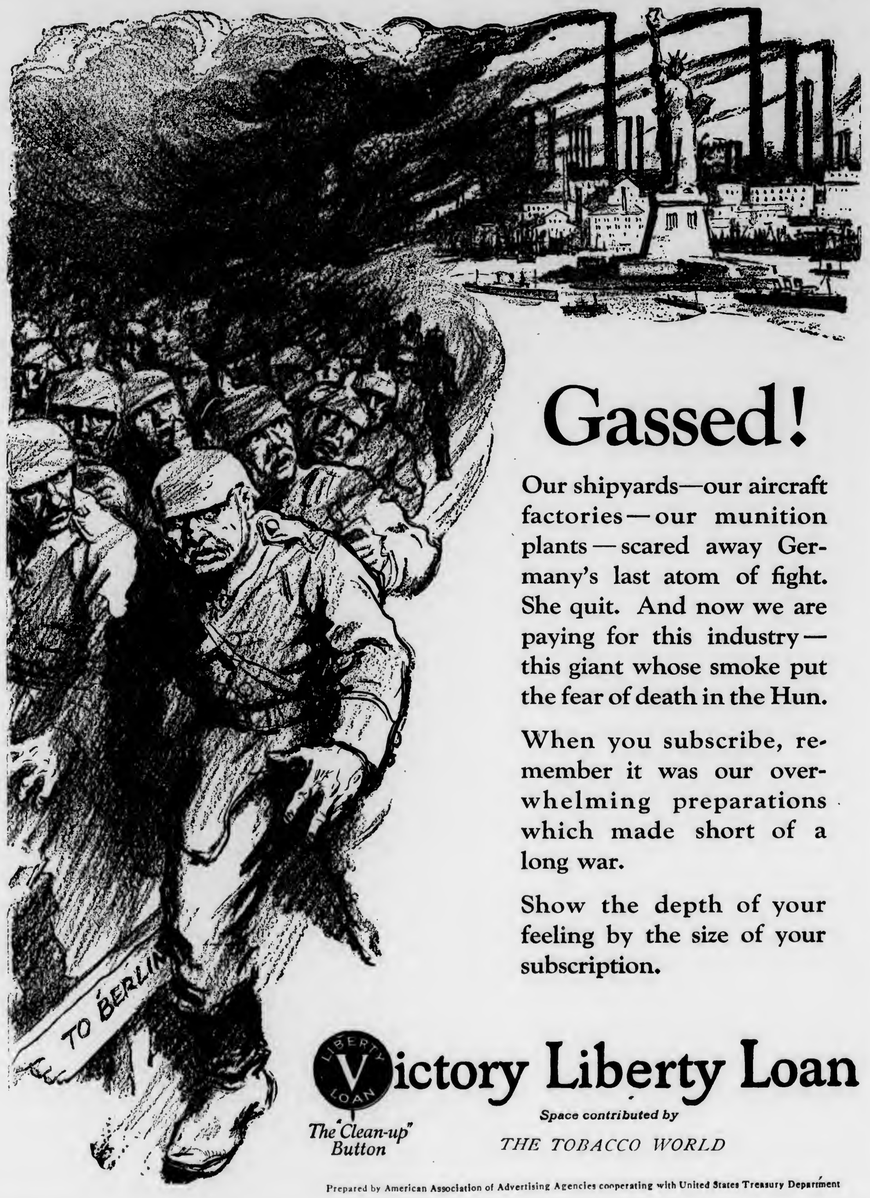
John Ruskin IS IT TOO BIG?
Flor de MELBA The Cigar Supreme

7c.—3 for 20c. 3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World



Gassed!

Our shipyards—our aircraft factories—our munition plants—scared away Germany's last atom of fight. She quit. And now we are paying for this industry—this giant whose smoke put the fear of death in the Hun.

When you subscribe, remember it was our overwhelming preparations which made short of a long war.

Show the depth of your feeling by the size of your subscription.

LIBERTY LOAN

Victory Liberty Loan

The "Clean-up" Button

Space contributed by

THE TOBACCO WORLD

Prepared by American Association of Advertising Agencies cooperating with United States Treasury Department

R. J. REYNOLDS STATEMENT

In explaining the failure to issue an annual report by the R. J. Reynolds Tobacco Company, D. Rich, treasurer, says to stockholders:

"In our letter of March 18, 1918, we explained that we could not issue an annual statement for the year 1917 until the Treasury Department passed upon our petition for an excess profits tax adjustment that would place us upon a tax parity with our competitors. That petition has been partially granted, but the matter is still pending and we cannot publish a statement until the figures to be incorporated therein shall have been finally determined.

"The foregoing situation will, of course, be reflected in the 1918 statement. In addition, application for an equitable and fair 1918 profits tax assessment under the Revenue Act of February 24, 1919, will be made and that application will have to take the course of procedure outlined by the statute.

"While, for the reasons stated, we are at present unable to publish the statements, we are glad to inform you that 1918 was the most successful year in the history of the business."

LEAF BOARD OF TRADE ELECTS

The annual meeting of the Leaf Tobacco Board of Trade of the City of New York was held on Tuesday, April 8. A special meeting will be held in the near future to decide upon the amount of a proposed increase of dues.

The following fifteen trustees were elected for the ensuing year: Frank M. Arguimbau, William S. Brill, Joseph F. Cullman, John H. Duys, Howard Friend, Charles Fox, Charles R. Goldsmith, G. W. Spitzner, Fred Lederer, Joseph Mendelsohn, Benno Rosenwald, Alfred R. Schmid, Sig. Schluechterer, Carl Wobbe and Jerome Waller.

The following officers were unanimously re-elected for the ensuing year: President, Joseph Mendelsohn; vice-president, William S. Brill; treasurer, Charles R. Goldsmith, and secretary, Charles Fox.

Magnus R. Lawrence has been promoted to the position of division manager by the Liggett & Myers Tobacco Company, succeeding F. S. Post, resigned, with headquarters at Nashville, Tenn. Mr. Lawrence was one of the most prominent of the firm's salesmen, with former headquarters at Chattanooga.

The father of a large family asserts that he gets more comfort and rest out of an old arithmetic, published in 1898, than in any other volume. This is particularly so after checking up the household bills for the month. Just listen to this: "If twenty-one pounds of sugar can be bought for a dollar, what is the price per pound?" Another choice bit: "John goes to the grocery store with a dollar bill; he buys two pounds butter at twenty cents a pound, and a dozen eggs for eighteen cents—how much change should he receive?" "Mrs. Smith pays five cents a quart for milk—how much is her milk bill for four weeks if she uses two quarts a day?"—*Oral Hygiene.*

44 Cigar Co. Inc. Philadelphia

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

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EDWARD WISE	Chairman Executive Committee
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New York Offices, 5 Beekman Street

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Meeting 4th Tuesday of each month at Hotel McAlpin

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
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Advertise Your Brands
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The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

The Dealers Chance

Washington, D. C.

THE removal of export restrictions has resulted in a great increase in our exports of unmanufactured leaf tobacco, according to a report just secured from the bureau of foreign and domestic commerce, of the Department of Commerce. Our exports of leaf during the month of February amounted to 66,090,716 pounds, valued at $19,172,534, more than three times as much as in February, 1918, when our shipments totaled 18,158,904 pounds, with a value of $5,151,767.

For the first eight months of the current fiscal year our exports of leaf were more than 100 per cent. greater than those of the corresponding period of the fiscal year 1918. Total shipments this year amounted to 368,326,211 pounds, worth $110,874,922, while those of 1918 totaled 178,526,803 pounds, with a value of $35,785,992.

This great increase, of course, is directly due to the fact that the countries with which, before the war, we did our greatest business are again taking large quantities of tobacco, such as the United Kingdom and Australia. The details of our export business during the eight-month periods of the fiscal years 1918 and 1919 are shown in the following table:

	Pounds 1918	*Pounds* 1919
Belgium,	75,523	66,907
Denmark,	.....	2,462,071
France,	56,229,348	54,320,683
Italy,	27,232,060	45,705,051
Netherlands,	359,367	.....
Norway,	881,436	4,654,625
Portugal,	3,945,717	1,891,554
Spain,	17,522,843	17,941,062
Sweden,	.....	1,833,268
Switzerland,	3,461,369	1,789,726
United Kingdom,	33,280,171	173,553,467
Canada,	8,245,517	17,357,967
Mexico,	1,186,234	981,793
Argentina,	1,910,242	3,610,419
China,	4,403,406	11,270,738
Hongkong,	1,291,604	1,446,806
Japan,	428,070	2,157,729
Australia.	3,808,087	12,521,993
British West Africa,	7,071,599	5,621,502
French Africa,	1,999,392	3,687,123
Other countries,	4,194,818	5,451,727

C. L. L.

MARCUS L. FLOYD MARRIED

Marcus L. Floyd, president of the Griffen Tobacco Company, of Hartford, Conn., and Miss Marion Virginia Brown were married last week. Mr. and Mrs. Floyd will reside at the plantation at Floydville, near Granby, Conn.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

FOR SALE—TO CLOSE AN ESTATE. Cigar factory and retail store, with pocket pool, billiard table, etc. A good going business. Good location in the city of Grand Rapids, Michigan. Cigar factory employs from eight to fourteen men. Ready market for goods. For information write to Grand Rapids Trust Company, Grand Rapids, Michigan.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

SALESMAN WANTED

SALESMAN WANTED TO CARRY LEAF TOBACCO SIDE LINE—Good live salesman, calling on good manufacturers in Pennsylvania, wanted to carry line of Florida and Georgia wrappers as a side line, on attractive commission basis. Address Box 301, care of "Tobacco World."

BUSINESS OPPORTUNITY

I have a new sanitary smoking pipe, which is likely to become a fad. Want to have same manufactured on a royalty basis. I am using practical model, which I will exhibit at interview. Charles Meissner, 4841 Melrose Street, Frankford, Phila., Pa.

FACTORY WANTED

FACTORY WANTED—SMALL SUCTION PLANT WANTED in Pennsylvania, First District preferred. Give full particulars. Address Box 300, care of "Tobacco World."

The Cedar Rapids (Ia.) "Republican" says: "The reformers being busy-bodies will never be able to find their angle of rest. They are not built that way. They know exactly how everyone ought to do and they think they know what they have a right to forbid anyone doing. They are supervisors of all mankind. But is it not possible that the rest of the people are going to have something to say? Or are they going to allow one thing after another to be done to them as they are done to so many dumb cattle?"

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

MACHINERY and SUPPLIES
for Cigarette Factories
New York Cigarette Machine Co., Inc.,
25 ELM STREET NEW YORK, N. Y.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

77TH DIVISION:—41,026. For all tobacco products. March 19, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

TOM MIX:—41,027. For all tobacco products. March 21, 1919. The American Litho. Co., New York City.

FLYING SHIP:—41,028. For all tobacco products. March 22, 1919. American Litho. Co., New York City.

FLYING BOAT:—41,029. For all tobacco products. March 22, 1919. American Litho. Co., New York City.

AIR BOAT:—41,030. For all tobacco products. March 22, 1919. American Litho. Co., New York City.

SEA PLANE:—41,031. For all tobacco products. March 22, 1919. American Litho. Co., New York City.

ATLANTIC FLIER:—41,032. For all tobacco products. March 22, 1919. American Litho. Co., New York City.

ATLANTIC ACE:—41,033. For all tobacco products. March 22, 1919. American Litho. Co., New York City.

ATLANTIC FLIER:—41,034. For all tobacco products. March 22, 1919. American Litho. Co., New York City.

OVER-LANTIC:—40,035. For all tobacco products. March 22, 1919. American Litho. Co., New York City.

JERRY S:—41,036. For all tobacco products. March 1, 1919. North Des Moines Cigar Co., Des Moines, Iowa.

NEW YORK DIVISION:—41,037. For all tobacco products. March 18, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

DEL CARA:—41,038. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. March 27, 1919. The Pasbach-Voice Litho. Co., New York City.

CUBAN HOSTESS:—41,039. For all tobacco products. February 10, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

HAVANA HOSTESS:—41,039. For all tobacco products. February 10, 1919. Moehle Litho. Co., Brooklyn, N. Y.

GARCIA FARGO:—41,041. For cigars, cigarettes, cheroots and tobacco. March 26, 1919. Carnel & Gustow, New York City.

THE PANTHEON:—41,044. For all tobacco products. March 28, 1919. The Trans-Pacific Trading Co., Chicago, Ill.

GENESEE NATIONAL:—41,045. For all tobacco products. March 27, 1919. Moehle Litho. Co., Brooklyn, N. Y.

QUEZ-MAR-VO:—41,048. For all tobacco products. March 31, 1919. The Harry H. Snovel Co., Van Wert, Ohio.

CANDREVA:—41,049. For all tobacco products. March 29, 1919. Adolph Frankau & Co., New York City.

BUMBLE BEE:—41,050. For cigars only. February 6, 1919. E. M. Schwarz & Co., New York City.

RED BABY:—41,051. For cigars, cigarettes, cheroots and tobacco. March 19, 1919. Lariano Alvarez, New Orleans, La.

BLIMP:—41,052. For all tobacco products. March 26, 1919. American Litho. Co., New York City.

GARCIA BREVAS:—41,053. For all tobacco products. March 28, 1919. C. B. Henschel Mfg. Co., Milwaukee, Wis.

QUEEN LEAF:—41,055. For all tobacco products and scrap tobacco. March 26, 1919. American Litho. Co., New York City.

TRANSFERS

JIM SCOTT:—19,812 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered March 11, 1910, by T. A. Wadsworth, Detroit, Mich. Transferred to Peter Lukaszewski, Detroit, Mich., March 25, 1919.

THE PANTHEON:—17,560 (Trade-Mark Record). For cigars. Registered March 3, 1897, by O. L. Schwencke, New York City. Transferred to the Trans-Pacific Trading Co., Chicago, Ill., March 21, 1919.

EL COLORO:—33,106 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered June 26, 1907, by Wm. Steiner Sons & Co., New York City. Transferred to D. A. Van Gelder, New York City, March 31, 1919.

TAMPA DANDY:—29,833 (Tobacco World). For cigars, little cigars, chewing and smoking tobacco. Registered February 24, 1914, by B. F. Russell, Valdosta, Ga. Transferred to Max C. Cook, Tampa, Fla., March 27, 1919.

QUEEN LEAF:—26,584 (Tobacco Leaf). For cigars, cigarettes, cheroots. Registered December 9, 1903, by Cole Litho. Co., Chicago, Ill. Transferred to American Litho. Co., New York City, March 14, 1919.

The Flemingsburg (Ky.) "Times-Democrat" says: "Many people think that the high price now prevailing for burley tobacco will result in overproduction and a consequent slump in price next year or the ensuing year, but a careful survey of conditions shows this improbable. In the first place, the opening up of the markets of the world by reason of the close of the world war will open up new avenues of trade that have been closed and enable the world to get what it wants, and the demand shows they want burley tobacco."

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET **NEW YORK**

LITHOGRAPHER'S SUPPLIES

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square **New York City**

The Tobacco World
Established 1881

Volume 39 April 15, 1919 No. 8

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

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A most attractive package for 5 cigars
Manufactured exclusively by
Heywood, Strasser & Voigt Litho. Co.
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Cigar Labels, Bands and Trimmings of Highest Quality
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CIGAR BOX LABELS
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Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
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22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
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On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

IRREGULAR PAGINATION

"New occasions teach new duties..."

MANY a man whose taste has been for "feverish" cigars, is saying to himself, "Perhaps a change to milder Robt. Burns *would* be a good idea, after all. These heavy fellows that I've smoked so steadily were due to go long, long ago.

"I'll make the change today."

You modern men, on whom the burden of the world's work falls, will find in Robt. Burns a stanch ally—his *full Havana filler* has a quality of mildness excellently suited to these modern times. He gives you full enjoyment, yet never gets between you and your best day's work.

Have you tried one lately?

THE NATIONAL SIZES of Robt. Burns are priced from 10c to 15c. Little Bobbie, a small cigar, but very high in quality, sells at 6c. Robt. Burns *Laddies*, still smaller, come 10 in a package—price 30c.

Wherever men travel throughout the United States they will find Robt. Burns cigars

GENERAL CIGAR CO., INC., 119 West 40th St., New York City

Robt. Burns CIGAR

Invincible 13¢ 2 for 25¢

VOLUME 39 NO. 9

The TOBACCO WORLD

MAY 1, 1919

V

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of The

Fifth Liberty Loan

Make Sure That WE DO Finish the Job

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SAN JOSE 23. HABANA. CUBA

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Among the millions of men who smoke cigars, there are probably only a few hundred thousand who really appreciate a very choice cigar.

Van Dyck is produced for these several hundred thousand. One by one, these smokers are finding that here is a cigar in which is combined unusual skill in leaf selection and unusual skill in rolling that leaf into a very choice cigar.

Have you seen the four select sizes?

Very choice

VAN DYCK

CIGAR

FOUR SELECT SIZES

We suggest Bankers 2 for 25 cents

(wrapped 2 in foil)

For Gentlemen of Good Taste

San Felice

7c Cigars

The Deisel-Wemmer Co.,
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TADEMA HAVANA CIGARS

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GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1831
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ESTABLISHED 1867

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Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
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MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

GORMAN GUARANTEED

LEAF TOBACCO

OF ALL DESCRIPTIONS

PACKERS & DEALERS
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OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

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EL TROVADOR HABANA

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CIGAR
MADE IN HAVANA
A High Grade Imported Cigar made of the finest Vuelta Abjoa Tobacco grown on the Island of Cuba
CHARLES LANDAU & CO.
93 SAN RAFAEL STREET, HAVANA, CUBA
45 WALL STREET, NEW YORK

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
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Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

5c. Cigars are in Demand
Manila Scraps make a fine full flavored cigar that can be sold for a nickel
WE SELL MANILA SCRAPS; also BINDERS and FILLERS
WRITE US
S. J. FREEMAN & SON 123 Maiden Lane, New York

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
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Cigar Manufacturer out of business offers for sale
12,500 Cigar Labels
Private Registered Brands
Well and favorably known in Newark and all of Essex Co. 20 years of honest dealing behind these brands. All rights go with and owner will further interests of new owner.
Sweet Marie, 10c.
Santiago Buck, 5c.
S. & R., 5c.
¶ Just the thing for out-of-town dealer desiring to break into Newark and Essex County trade.
¶ Make offer. Sample labels on request.
Henry L. Slaight, 127 S. 7th St., Newark, N. J.

Gafla Sumatra Company
QUINCY, - - - FLORIDA
Florida and Georgia
Shade Grown Wrappers
We also sell the new **"Combination"** Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

Five Reliable Jobbers
can secure exclusive distribution of an excellent *Shadegrown* brand retailing at 10c and up.
This brand is comparable with the finest cigars of the Shadegrown type. The label is attractive and the quality is convincing.
The manufacturers are long established, and well and favorably known.
This brand is not a Shelf-Lounger, and the opportunity is open only to such jobbers as are in a position to feature a good Shadegrown cigar.
Address, SHADEGROWN, c/o Tobacco World.

Volume 39 — Number 9

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, May 1, 1919 — Foreign $3.50

Clean-Up Of Trade Evils First Step For Defense Of The Tobacco Industry

TO speak slightingly of a man, or a concern, or an industry, even in a joking way, often has serious consequences. Even when the truth is spoken it is many times better left unsaid. A truth, or an untruth, told as a joke, is sure to be taken seriously by someone when it is repeated. And experience seems to prove that when anything that can cause trouble or unpleasantness is spoken it is sure to be repeated.

It may be that the recurrent attacks of professional reformers, and even ministers of the gospel, on the tobacco industry started as a joke. There is nothing funny about it now and the trade makes a great mistake in endeavoring to treat it lightly.

"It is understood," and "I heard," cover a multitude of sins and a legion of unadulterated liars.

Tampering with the truth is a very dangerous pastime. If traced to the source many of the anti-tobacco stories would be found to have been built upon a slighting remark by some prominent person, and an alert space writer saw that the opportunity was not wasted.

Shortly before he died the late Colonel Roosevelt wrote a letter to a New York newspaper regarding the promotions of Major-General Leonard Wood and of General John Pershing. The story was still circulating that Major-General Wood was the man whom Colonel Roosevelt, while President, had advanced many points over the heads of senior officers. Colonel Roosevelt wrote that the man he advanced over the heads of senior officers was General Pershing and *not* Major-General Wood, but that the lie had traveled so far and so fast that he had no hope that the truth would ever catch up.

Anti-tobacco lies are travelling so fast that there is very little hope that the truth will ever catch up.

But the tobacco trade papers, and others, will do well to give serious thought to glaring statements as to what the tobacco trade intends to do or does not intend to do.

A quick way to settle an argument is to announce that you can lick the world—*if you are prepared to do it.* It is very poor policy to announce that you can lick the world—if you are not prepared to make good on your challenge.

The tobacco trade is not prepared to lick the anti-tobacconists nor is it even showing good judgment in assuming a belligerent attitude. We do not mean to say that the trade is assuming a belligerent attitude, but some of the trade publications have printed statements that smack very much of it. We have tried to trace some of these statements, but found it to be like chasing the rainbow.

In politics, where the anti-tobacco crusade must have its crux, the wise politician never invites a battle with an opponent until he has "put up his fences" so to speak. The tobacco trade is not going to invite a battle with its opponents until it has put up its fences.

Not so long ago a statement was published to the effect that a million dollars was being put up to fight the anti-tobacconists.

A million dollars has come to be spoken of as such a small sum that it is often mentioned carelessly, but we believe that if any such appropriation were a fact that the announcement of it would cost the cigar, cigarette and tobacco manufacturers twenty millions of dollars before they are through.

Once the fact is established that the tobacco industry is prepared to spend money to fight, and that it has a campaign fund for that purpose, the gates will be open to unlimited blackmail from every source under the heavens. The manufacturing industry is not so prosperous that it can undertake any such methods, at least not at this time.

It is right that the trade papers should do their utmost to stop anti-tobacco propaganda, but there is such a thing as over-advertising a proposition. The trade and the trade papers are over-advertising the anti-tobacconists.

The Tobacco Merchants' Association numbers among its members the representative manufacturers of the country. It can command the counsels of the ablest men in the industry. These men, no doubt, consider the anti-tobacco menace a serious one. The best means to combat it are not to be arrived at in a day. It may be that the best means will not entail any burden on the editorial space of the trade papers.

There are some things that the entire tobacco trade can do, and one is to play fair and square with the law; to keep neat and clean stores; to warn the careless smoker or chewer. It is the violated law, the man who tosses a match carelessly, the spitter who spits at random, the man who smokes where it is forbidden, it is these who bring down the wrath of the puritans.

It is a mistaken idea that this is a free country. No country is free for a man or woman to do as he or she pleases. Freedom involves a consideration for the rights of others, and the real patriot knows this and shows it.

The elimination of the liquor traffic, if it occurs, will have come about through the abuse of freedom, because some men who have used liquor have infringed the rights of those who do not use it.

Men who use tobacco and who in using it infringe upon the rights of those who do not use it are adding to the ranks of the anti-tobacconists.

The editor of *Tobacco* recently brought out this very point, and it was widely reprinted in newspapers and magazines of national circulation.

The gospel for the trade to study is how to reform itself, not to have it forced upon them by process of law.

The man who is earnestly working to reform himself gets more consideration than the man who offers no acknowledgment of his own faults but rather struts about with a chip on his shoulder.

The brunt of the anti-tobacco wave falls on the manufacturer. Jobbers, dealers, smokers, leaf growers and trade papers are but tails to the manufacturer's kite.

The leaf men ought to be able to finance a campaign if it were a question of money—but we doubt if it is, or that it is wise to print it. The jobbers and retailers will fight—but the manufacturers would have to hold the bag. The trade papers can stage a fight—with the manufacturers' money.

Therefore it seems to us that the manufacturer, who is most deeply interested, is best fitted to say just what the defense of the industry will be.

And we venture a prediction that it will not consist of any page ads or front page editorials. To advertise that the trade is getting up a fund for a campaign to fight the reformers is to advertise to every blackleg in the country that a new species of sucker has been found.

A good poker player never shows his hand until it has been called.

The trade is not benefited in the least by engaging in a verbal battle with the reformers. What we need is constructive work to help educate and inform within the trade, that we may have intelligent co-operation when we undertake to defend the industry from an invasion from without.

William Best, Sr., Dead

WILLIAM BEST, SR., prominent citizen and business man of Chicago, founder of the Best & Russell Cigar Company, died at his home, 4620 Ellis Avenue, on Sunday, April 20, aged 77 years.

Mr. Best was born in Canterbury, England, in 1841, and came to Chicago with his parents when he was eleven years old. At 16 years of age he entered the employ of the wholesale tobacco house of John C. Partridge & Co., as office boy. He was later made a junior partner and a fellow employee, W. H. Russell, was also admitted to partnership.

Following the death of Mr. Partridge he became head of the firm and in 1877 the company was reorganized under the name of the Best & Russell Company, and the business was incorporated in 1891. Mr. Best was elected president and held the position until he retired in 1916.

He was inspector in charge of the U. S. Indian supply station during the Civil War; Collector of Taxes in 1883, became a member of the Park Board in 1886, and was respectively auditor or president for 25 years.

Jobbing establishments which bear the name of Best & Russell are located in Chicago, Memphis, New Orleans, Birmingham, Nashville, Oklahoma, Omaha, Sioux City and Cedar Rapids.

When Mr. Best retired in 1916 he sold his stock in three Best & Russell companies to the General Cigar Company, of which he became a stockholder.

Strikes In Porto Rico and Havana

There are strikes among the tobacco workers in Porto Rico and Havana. At San Juan there appears to be a dead lock, and it is said that the Porto Rican American Tobacco Company may discontinue manufacture there. The company has four factories in operation in the United States. The strike has caused the island a loss already of about five million dollars.

In Havana, the cigarmakers, strippers and other factory employees have gone on strike in sympathy with the striking boxmakers, who have published a manifesto in which they claim that the manufacturers intend to destroy the labor unions.

Keeping In With The Customers

By Frank Farrington

(All Rights Reserved)

DID you ever walk into a store and go up to the counter and wait what seemed like a quarter of an hour while some clerk behind the counter finished some apparently unimportant task before coming to see what you wanted?

You have met with that cold-shoulder kind of treatment in hotels often enough to know what it feels like to be ignored by the very people who ought to welcome you.

It never makes a man feel any more like buying to be treated as if it was doing him a favor to sell to him.

Sometimes the clerk who pays no immediate attention to you is busy. Sometimes he is merely watching somebody else be busy. It is all the same to you. You are there to do business and nobody seems anxious to do business with you. You begin to think that your money is no good. You feel like asking why that is so.

Putting aside the instances when the clerk really is occupied with something he can't leave, or cannot turn his head from for even a minute, there are enough times left when there is no real excuse for absent treatment of the prospective customer.

The clerk who doesn't come at once to meet the customer may not be a proud and haughty being taking his own dignified time. He may not be one of these darned independent guys who doesn't feel under any obligations to anyone—buyer or not. But it certainly looks as if he were something of the sort.

How do you like it when you step into the drug store to get seidlitz powder and the clerk keeps right on talking to the cashier, waiting to finish his story to her before paying any attention to you? Don't you get peevish and irritated and aren't you harder to suit when the clerk does come? His delay reduces by a good deal his chance of getting you to buy a box of seidlitz powders instead of two.

The other business the clerk is engaged in when you approach his counter may be important, or at least it may seem important to him, but I don't believe that once in a thousand times it is so important that he cannot neglect it safely enough for the moment it would take to recognize the new customer by a smile, a nod or a "In a minute, sir."

In a jewelry store where people enter at their leisure and buy leisurely, they may not expect the immediate service they want in a cigar store. But you are not selling hundred dollar watches or thousand dollar diamonds. You are selling smokes to men who want them right away. I suppose nine out of ten of your customers feel the difference if there is a delay in getting waited upon when buying cigars. Don't take my guess. Count up some day and see how many men come in to buy whom you are sure would be just exactly as well pleased to be waited on five minutes after they enter as to be waited on at once.

Everyone of those men who is kept waiting against his wishes is in some degree—greater or less—dissatisfied. You can allay that dissatisfaction by recognizing the customer, or at least in the majority of instances you can do so. A man will wait patiently if he is sure he is going to get his cigars just as soon as you can possibly get to him. He doesn't object to your being busy. In fact, he likes to buy in a store that is popular and busy. What gets his goat is being kept waiting without just reason.

Sometimes the customer has to wait while one of these independent clerks finishes up an argument with another clerk, or tries to put the other fellow out of the verbal contest with a clincher. In such a case, to the unpleasant delay is added the still more unpleasant feeling that in that store the force is scrapping and to any sensible man this indicates a badly managed store and poorly handled stock. Sometimes while the clerks scrap, the customer absorbs information not intended for his ears. This is especially true when the clerks are discussing matters of store or stock.

Furthermore, when you finally do get service from an argumentative clerk, whether he won or lost the argument, you don't get good service. You get the kind of service you have a right to expect from the arguing kind of fellow. In all probability the clerk who argues with his fellow clerk over the ball game of yesterday will argue with you over the shade of a cigar wrapper.

It is not to be expected that a clerk who turns away from a fellow clerk with the remark, "Well, do just as you damn please about it, but don't think for a minute you are fooling me any," is going to swing around and smile pleasantly at a customer and serve him agreeably. It isn't done. We don't jump from scowls to smiles that easily.

I know I am not going to get the kind of attention I want from a clerk who has in his mind the remnants of a quarrel. He may hand me out goods that are all right and make change without a mistake but he will not be gracious and polite. He will not offer me any of the extra courtesies of the store. He will not make any effort to sell me more than I came to buy or to show me anything additional that he might have a right to think would be of interest to me.

No pair of clerks in a cigar store have any right to let a personal scrap divert their attention from their work. Individual squabbles should be inevitably postponed to hours outside of business,—and then forgotten.

There are some clerks who seem just asleep at the switch. They stand there in complete inanition while customers wait. It simply takes them a long time to get under motion. They may be lazy or they may be afflicted with the hookworm. It doesn't matter what is the cause of their lack of action. The fact is that they neglect their duty at the expense of the store. Clerks like that are an expensive luxury in a cigar store and the sooner they are passed on, the better for all concerned.

You cannot give a customer this absent-minded sort of treatment without losing selling opportunities. If the customer is treated in such a way that he does not develop the mental attitude you want, he is going to leave after having made a minimum purchase. You get just the very least amount of his money that he can part with.

No business that two employes of the store have in private between themselves is important enough to warrant injuring the business of the store by discussing it behind the counter.

No thoughts the clerk may have are important enough to warrant neglecting customers for them. When you are on the job you ought to be thinking about the job, and if you are thinking about the job, you will not be neglecting your customers because of what you think about.

We have all turned around and walked out of stores without buying, just because of the negligence of some clerk. It was not that we wanted to be waited on out of turn or that our time was so much more valuable than that of anybody else. We did not want anything unreasonable, but we did not know how long we might have to wait and we got tired of the uncertainty. We don't like to wait ten minutes only to be told at the end of that time that the store does not keep the thing we are after. We want to know that our wait will not be in vain—and rarely is a clerk so busy that he cannot give the new customer a hint of how soon he can be served, or whether he can be given what he wants. If we give the customer a chance to indicate what he wants and tell him soon he can get it, we have gone a long way toward holding him in patience.

There are clerks who are different—bashful; who hang back and almost seem to avoid a customer because they are afraid of him. You don't find many of them in the cigar stores and they haven't any place in any store. If you are bashful about asking strangers to part with their money for good value received, you are not a salesman.

There are clerks who persist in looking out of the window or over your head while you are trying to buy from them. Or they may hum a tune or carry on a conversation with someone else while serving you. Technically you may get what you want from such a man. He may pick out the cigar you like, but you can't help the feeling that you are getting only half of his brain and scarcely half of his intelligence. You don't like the split-brain kind of salesmanship.

A clerk cannot hope to get promotion or increase in salary on a basis of the half-minded kind of work. Employers do not advance men who do not deserve it, and there is no chance of deserving it through looking over your shoulder and wishing for it. To make good you must please your customers and then you will please your boss. Make customers feel right toward the store and the proprietor will feel right toward you. You can't make either party feel right by treating them by the absent-minded method.

You must appear really to be interested in the customer if he is to become really interested in the store. If you hold off from the customer, the customer will hold off with his money and the boss will hold off with his promotion. Develop a real interest in the men who come up to the other side of the counter and you won't have to worry about the rest.

When a customer comes in with a smile and greets you agreeably, don't freeze him up with a chilly manner. He is coming more than half way. Make him feel that you are interested in him and willing to be his friend. Get up some enthusiasm in what he is talking about. Don't act bored and try to convey the impression that you have seen everything before and can't be told anything more.

You may have approved of Willie Collier or Jack Barrymore in a blase part on the stage, but you can't get away with that stuff behind the cigar counter. It isn't the attitude that sells goods, however successful it may be in selling matinee girls.

Show that you are alive and that you are full of human interest in everybody and in everything. Hard work! Of course it's hard work, but don't think for a minute that it isn't hard work for Collier or Barrymore to put over their acts, or for anybody to put over anything worth while.

Don't wait just as long as you possibly can before meeting customers. Meet them just as soon as you can. Go all the way instead of asking them to come half way. Their money is worth going after. When you hold back, you put a crimp in the customer's intention to spend money. You can't make a spender out of a man by the hold-back method. Be alive and human and get next to customers just as quickly as you can.

B. C. Keith Resigns From Revenue Bureau

Washington, D. C.

Barnett C. Keith, Deputy Commissioner of Internal Revenue and in charge of the collection of tobacco taxes, has resigned from the Government service to enter the practice of law.

Mr. Keith was head of the miscellaneous and sales divisions of the Bureau of Internal Revenue, and for sixteen months had charge of the enforcement of the laws and collection of taxes on tobacco and tobacco products. As head of the tobacco division, Mr. Keith came in contact with many phases of the industry's activities, that division being charged with the administration of all laws relating to taxes imposed upon tobacco, cigars, cigarettes, etc. His work was unique in that, as deputy commissioner he was responsible, more so than any other individual, for the collection of the enormous and varied war taxes.

He entered the Government service in 1900 as a clerk at $900 per annum. It was due to his efforts that the great oleomargarine cases, under which the Government was being defrauded of millions of dollars in taxes, were uncovered and the practice ended.

C. L. L.

Slogans That Help Sell

By Clarence T. Hubbard

LITTLE pointed phrases of a pertinent nature, yet containing a thread of humor, will often prove excellent advertising through their very brevity and cleverness if arranged consistent with the business. A good selling slogan will frequently be repeated from one observer to another with very good cumulative advertising reflection for the advertiser.

In this direction the tobacco dealer has an excellent opportunity to apply slogans to his business as his displays and advertisements are necessarily limited anyways. By placing a new slogan in his display window each week a good advertising "stunt" will be added to the selling plans of the store. Following are a few original slogans that may be adapted to various displays or used as a basis to work new ones from:

For the exhibit of cigars placed in the window through a lay-out of boxes bearing the particular brand being pushed:

IF YOU DON'T CARE FOR A BOX AT THE THEATER—HAVE A BOX AT HOME. WE ARE RESERVING ONE FOR YOU.

Then for various other window displays or for use about the store interior these brief phrases can be successfully used:

PIPE DREAMS ARE BETTER THAN NIGHTMARES. WE FURNISH THE PIPES—GOOD ONES, TOO.

GOOD FLOWERS LIKE GOOD PIPES MUST HAVE GOOD STEMS. OUR PIPES ARE DAISIES.

THROW YOUR HAT IN THE RING—TRY SOME OF OUR B. J. TWO-PUFFS AND YOU WILL BE ABLE TO BLOW RINGS ALL AROUND YOUR HAT.

THERE'S A SILVER LINING IN EVERY CLOUD OF SMOKE PUFFED FROM THESE SPECIAL PANATELLAS.

KEEP THE HOME FIRES BURNING ALL SUMMER. THAT MEANS, SMOKE WILLIAM'S PERFECTOS.

YOU CAN BOWL A HIGH SCORE WITH ONE OF OUR MEERSCHAUMS. JUST ROLL IN SOME CUT PLUG AND YOU CAN MATCH A TEN STRIKE.

WITH ONE OF OUR FRENCH BRIERS YOU HAVE AN EXCUSE TO GET PUFFED UP—WITH BOTH PRIDE AND SMOKE.

"THE BEST CASE I'VE HANDLED TODAY," SAID DOC JENKINS AFTER OPENING OUR CIGARETTE CASE AND TRYING A PEELO. THERE'S ANOTHER CASE WAITING FOR YOU.

ASHES TO ASHES—
DUST TO DUST,
LIGHT ONE OF THESE
AND SMOKE YOU MUST.

TO KEEP GLOOM AWAY—SMOKE A CIGAR A DAY. BUT—CHOOSE THAT CIGAR WITH DISCRETION.

WE KEEP CIGAR CUTTERS, PRICE CUTTER AND CUT PLUG. BUT WE DON'T CUT QUALITY OR SERVICE.

THEY SAY THAT MONEY TALKS—BUT YOU OUGHT TO SEE HOW A GOOD CIGAR COUNTS! THINK IT OVER OUR CASE.

OPPORTUNITY

They do me wrong who say I come no more
When I knock and fail to find you in;
For every day I stand outside your door,
And bid you wake, and rise to fight and win.
Wail not for precious chances passed away,
Weep not for golden ages in the wane!
Each night I burn the records of the day;
At sunrise every soul is born again.

—By Walter Malone of Tennessee.

Mr. Vasilakiki, a Greek, urges that British and American manufacturers follow the example of the French and Italian governments and substitute "Macedonian" for "Turkish" in naming and describing so-called Turkish cigarettes. American manufacturers refuse to accede to this request and question the Greek's declaration that 75 per cent. of the tobacco used in making these cigarettes is grown in Greek Macedonia and the rest in territory Greece hopes soon to allowed.

—From *Printers' Ink.*

T. M. A. Asks Revisions of Leaf Regulations

POINTING out numerous objectionable features in the new revenue regulations governing the sale of leaf tobacco and asking for a revision of the regulations, Charles Dushkind, secretary and counsel for the Tobacco Merchants' Association of the United States, has addressed the following letter to Commissioner Roper, of the Internal Revenue Department:

April 22, 1919.

HON. DANIEL C. ROPER, Commissioner of Internal Revenue, Treasury Department, Washington, D. C.

Sir:

In re *Leaf Tobacco Regulations* (*T. D. 2818*).

Referring to your new regulations covering Leaf Tobacco Dealers (T. D. 2818) permit us to submit the following:

Mindful of the necessity of providing regulations that would adequately protect both the Government as well as the honest tax-payer from fraudulent practices of unscrupulous merchants, we can find no fault with any reasonable regulation that may be essential for that purpose. But we respectfully submit that the regulations referred to not only contain provisions that are unnecessary as protective measures, but they also contain provisions that are in fact impossible of performance, hence we are thus taking the liberty of directing your attention to some of the features of the new regulations which we feel are objectionable, namely:

1. In the first place, under Article 3 the leaf dealer is required to describe "*accurately and fully each place where leaf tobacco is held by him in storage.*" This may be a very simple requirement for the leaf dealer who has but one storage place, located in the immediate neighborhood of his place of business. He might readily describe his storage place as required by the regulation. But there are a great many leaf dealers whose business demands that they store their tobacco, from time to time, in numerous warehouses in different parts of the country, which warehouses they have perhaps never seen or which they probably have no opportunity of seeing. It also frequently happens that the railroad companies are placing shipments of tobacco in warehouses without even consulting the leaf dealer but merely notifying him of the fact. Needless to say that under such conditions it would, of course, be unreasonable to describe "accurately and fully each place where leaf tobacco is held by him in storage."

2. Article 4 provides for the filing of a bond, etc., giving the Collector of each district discretionary power to fix the amount of the bond required. Such discretionary power is indeed objectionable, for it may lead to abuse and discrimination. It may not only lead to discrimination as between one collection district and another, but within the same collection district one dealer may succeed in securing a certificate upon the filing of a small bond while another dealer of the same size may be forced to file a much heavier bond.

Thus I may cite as an example the following two schedules fixed last week in two different districts, one by the Collector of the Lancaster district, Pennsylvania, and the other by the Collector of the Philadelphia district, Pennsylvania, to-wit:

LANCASTER

100 to 200 cases,	$500
200 to 500 cases,	1,000
500 to 750 cases,	2,000
750 to 1,000 cases,	3,000
1,000 to 5,000 cases,	5,000
Above 5,000 cases,	10,000

PHILADELPHIA

2,500 pounds,	$500
5,000 pounds,	1,000
30,000 pounds,	5,000
125,000 pounds,	10,000
250,000 pounds,	25,000
1,000,000 pounds,	50,000
2,500,000 pounds,	75,000
5,000,000 pounds,	100,000

The leaf tobacco business is largely an interstate business and most of the leaf tobacco merchants will necessarily have to register in more than one State. Manufacturers, too, usually find it necessary to register as leaf dealers in various districts and in different States. With the discretionary power to fix the amount of the bond thus vested in each Collector we can readily see the confusion and misunderstanding and perhaps also abuse of power that the trade may be subjected to.

It is respectfully urged, therefore, that the schedule of such bonds should be fixed by the Commissioner and that the discretionary power thus conferred upon Collectors be revoked.

3. As to the amount of the bonds we notice the suggested schedule printed in the regulations referred to, running from $500 for a dealer whose average stock on hand amounts to 2500 pounds, to $100,000 for a dealer whose average stock on hand amounts to 5,000,000 pounds, and we respectfully submit that the schedule is extremely excessive. As these bonds are to be filed only to secure the payment of any assessment that the Government may levy in case of what may be termed "fraudulent sales" at the existing tax rate on manufactured tobacco, we can not conceive of a case where such "fraudulent sales" should be so extensive as to call for an assessment of $100,000. Moreover, the more leaf tobacco the dealer carries in stock the stronger is his own financial ability to respond to such assessment, irrespective of the bond. Such excessive bonds are surely unnecessary and uncalled for. We believe that the trade may be well spared the enormous amount of premiums that it is thus called upon to pay for excessive bonds by reducing the schedule, without in any way jeopardizing the interest of the Government.

4. In the fifth article it is provided, among other things, that dealers be required to post one of the certificates issued by the Collector in each place of storage. In permanent storage places such certificates can, of course, be readily posted. But as we have already explained tobacco is not always stored in permanent storage places. It is often times placed in warehouses by carriers and forwarders without the knowledge of the leaf dealer. It would hardly be possible for the dealer to post certificates in such warehouses.

5. The provisions in article 6 and in article 9 requiring leaf dealers to report the *actual* weight of tobacco received, or on hand at the first day of January of each year, are simply impossible of compliance in most cases. Tobacco is not always, in fact very rarely, delivered to the dealer at his place of business. It is delivered to designated warehouses, sometimes at locations hundreds of miles from his place of business. All that the dealer receives are the invoices and warehouse receipts. In a great many cases leaf dealers, as well as manufacturers who of necessity are registered also as leaf dealers, are storing their tobacco in numerous warehouses located in different parts of the country to meet their business requirements. To report the *actual* weight of tobacco received, or on hand January 1st, would necessitate the sending out of a force of men from State to State where such warehouses are located to weigh the tobacco. And needless to say there are some leaf dealers, or manufacturers registered as leaf dealers, who are carrying a stock of tobacco that would take months to do actual weighing. This regulation, therefore, imposes upon the trade an extraordinary hardship, and one that may be regarded as physically impossible to perform. Moreover, with the elaborate system of invoicing and reporting and with the percentage of shrinkage now well established from many years of experience the reporting of *actual weight* does not seem to be of any great importance.

6. It is also provided in article 7 that the invoices, Form 774, shall show among other things *the condition* of the tobacco, also under article 9 the dealer is required to state in his inventory *the condition* of the tobacco on the inventory day. The points that we have raised in regard to the actual weight of tobacco apply equally as well to the description of *the condition* of tobacco. For example, let us take the case of a dealer whose place of business is in New York, selling 100 hogsheads of tobacco, which he has in storage in a warehouse in Richmond, Va., to a tobacco manufacturer in Louisville, Ky.; under the usual practice the dealer would simply wire the warehouseman to ship the tobacco to Louisville. According to the new regulations the dealer would have to go to Richmond and examine each and every hogshead of the tobacco in order to be able to describe in his invoice the *condition of the tobacco*. Surely there is no reason for subjecting the dealer to such a stringent requirement.

It is indeed difficult to see wherein such regulation can be in any way helpful in preventing fraudulent practices. We can see the possibility of dealers making claims for allowances for damaged tobacco, but in such cases there may be a suitable provision for the inspection or examination of the tobacco before passing upon such claims. To require every leaf dealer to inspect every case or every bale or every hogshead of tobacco before it is shipped in order to be able to describe in the invoice or in his sworn inventory *the condition* of the tobacco simply as a matter of precaution because of the possibility of some one making an unjustifiable claim for an allowance for damaged tobacco seems to be entirely unreasonable.

Furthermore, this requirement practically forces the leaf dealer to guarantee the condition of each and every case, hogshead or bale of tobacco sold, which may or may not be a part of the bargain. It creates a new practice or method of doing business in leaf tobacco trading, such as had not heretofore been followed by the trade, and it thus compels the sellers of leaf tobacco to make contracts prescribed by the Government which may not be and in most cases are not within the contemplation of the contracting parties.

For the reasons stated we earnestly ask for a revision of the regulations in question, with a view to the elimination of the provisions herein referred to.

Trusting that this may meet with your favorable consideration, we are,

Respectfully yours,

TOBACCO MERCHANTS' ASSOCIATION OF THE UNITED STATES.

CHAS. DUSHKIND, *Secretary and Counsel.*

"The In-B-Tween Times," New House Organ

WE are in receipt of the "littlest magazine in America", according to the opening editorial of "The In-B-Tween Times", which is full of good things and gives promise of a monthly treat about "Four inches of a 25c. cigar" and other things.

This booklet is to be published monthly by Kraus & Co., Inc., of Baltimore, and the copy is "prepared in-b-tween times by William H. Kraus, secretary".

We understand that W. H. Kraus is not only the editor but is really responsible for most of the good things in it. And the first issue dated May, 1919, would seem to assure the critic that Mr. Kraus is by no means wasting his time.

Among other interesting things is the story of how the "In-B-Tween" cigar happens to be a real war baby. Just why this is a fact is briefly set forth in a convincing manner. In fact all things in "The In-B-Tween Times" must be brief, for this "littlest" magazine measures only two inches by four inches.

Jobbers and salesmen and retailers are bound to want this little monthly, and Mr. Kraus apparently has no objection to the firm's many friends enjoying some of the good things which he finds time to prepare for the Kraus & Co. house-organ.

And it is only fair to mention that the Everett Press, Inc., of Boston, is printing the house-organ. As Harry A. Earnshaw is vice-president of this concern and an expert in house-organs, as well as a cigar man of wide experience, "The In-B-Tween Times" is sure to be well looked after.

The Tobacco Industry In Guatemala

IN a recent communication to *Commerce Reports,* Walter C. Thurston, secretary at the American Legation at Guatemala, says that Guatemala manufactures annually about 100,000,000 cigarettes, worth approximately $185,000 United States currency. The principal factories are in Guatemala City and Quezaltenango.

The cigarette-making machines used in manufacturing are largely German made, the most popular make being the "Calverlas," of which there are five in use. Only two American machines are at present in use, although American cutters, dryers, and other auxiliary apparatus predominate.

The greater part of the tobacco used in the manufacture of these cigarettes is produced in Honduras, although a moderate amount is raised in Guatemala. One company imports a small quantity of Virginia tobacco for mixture with native leaf.

The quality of the Guatemalan cigarette is not very high. It is especially unsatisfactory to the foreign smoker, being considered too dry, tasteless, and quick burning. In appearance, the cigarettes are neat, somewhat smaller in diameter than the average American-made product, and shorter. They are usually put up in small paper packages containing ten to fourteen cigarettes. The paper used is imported almost exclusively from France and Spain.

The entire output is consumed in Guatemala, with the exception of some small exportation to neighboring countries.

The cigar industry is not so important in Guatemala. Approximately 3,000,000 cigars are produced each year, with a value of $75,000 United States currency. No machinery is used in the manufacturing process.

The tobacco used comes exclusively from Honduras, although in making some of the more expensive brands Sumatra and Java leaf is used as a wrapper, the amount imported being about 4000 pounds annually. Apart from this, the only articles imported are printed labels for the boxes and bands for the cigars.

The quality of the Guatemalan cigar is somewhat superior to that of the cigarettes. The tobacco is reasonably aromatic and seems to satisfy some foreign smokers, although Jamaican cigars are more popular. The cigars are made in most of the popular shapes, and practically the entire output consumed locally, although there is a small market in Belize for them.

In Re-Classification Labels For Cigars

In response to the T. M. A.'s request for permission to utilize the old cigar *classification* labels on hand, they have received the following telegram from the Commissioner of Internal Revenue, which speaks for itself:

"Tobacco Merchants' Association,
5 Beekman Street, N. Y.

Manufacturers permitted to use old cigar classification labels pending issue of Treasury decision extending effective date of new regulation.

(Signed) ROPER, Commissioner."

Judging from the foregoing telegram, it seems that a Treasury Decision is to be issued extending the time when the new regulation is to come into effect, and until then the old classification labels as well as boxes having the old classification legend printed thereon may be continued to be used.

Needless to say, upon receipt of the Treasury Decision referred to in the above telegram, the trade will be promptly notified.

Tobacco Machinery Shortage In England

It may interest the builders of tobacco machines in America to know what the editor of London *Tobacco World* has to say on the subject of the shortage in England.

He says, in part, that tobacco is crossing the Atlantic by the ship load, but the capacity of the tobacco factories is not greater than last year though they have more hands.

"Moreover, the machines are no greater in number—are perhaps fewer, for depreciation has been very great during the years when repairs were practically unobtainable, and the machines that have been put permanently out of action have been impossible to replace. New machines are now being built as fast as labor facilities will permit, doubtless, but they take time to complete, and it will be many a long day—many a weary month, in fact—before the old machines are replaced and new ones added as well. Until that desirable consummation, the distributing branches of the trade must patiently wait, and persuade, or endeavor to persuade, their customers to do the same."

Switzerland Heavy Buyer of Leaf Tobacco

THE most important manufacturing industry in the Canton of Ticino, Switzerland, is that of cigars and smoking tobacco. The cigars principally manufactured are the long, slender, dark ones, many with straws in them, that are so popular with Italians and various Latin peoples. The cigar and tobacco factories in this Canton are organized into an association known as the Unione Ticinese Fabbricanti Sigari e Tabacchi. There are twenty-seven members of this association, twenty-six of them being manufacturers of cigars or smoking tobacco, or both, and one, enrolled this past week, a manufacturer of cigarettes.

Before the war the tobacco used by these manufacturers was secured largely through Germany, especially from agents in Bremen. Since 1914 the industry has been obliged to look to other markets for tobacco, and has secured most all of it from the United States. These manufacturers make a practice of carrying an extra year's stock on hand to safeguard against a year in which the tobacco crop is a failure, and so they had a supply on hand when the German source was cut off.

In 1915, 1916 and 1917 manufacturers bought large amounts of leaf tobacco in the United States and purchased large quantities for delivery in 1918. Of the tobacco contracted for 1918 delivery none has been received in Ticino. The local manufacturers have been advised by the American wholesalers, by their purchasing agents, and by their forwarding agents that many of the consignments have been in New York for months but that they have been unable to get the shipments off. Undoubtedly the chief reason for the inability to secure the shipments is the fact that shipping space has been available only for troops, military supplies and foodstuffs, but part of the delay may be due to a question as to the character of the consignees. Whatever the causes may be, the result is that manufacturers in this Canton have used up all of their leaf tobacco, including the usual reserve supply, and are now obliged to shut down their factories. At the present date eighteen of the twenty-seven factories listed as members of the Unione Ticinese are closed down and the remaining nine have only enough tobacco to enable them to continue work for a few weeks.

The chief export fields for the cigars manufactured here have been South America (especially Argentina and Uruguay), Italy, France and Belgium. In recent months practically the entire product of the local factories has been consumed in Switzerland.

Cigar factories in other parts of Switzerland are using Sumatra and Mexican as well as American tobacco, but the Ticino factories are using only the American product for all purposes. The local agent of an American company supplying tobacco to a number of the Ticino manufacturers states that the people are well satisfied with the American tobacco and with American business methods and that if the factories are now able to secure deliveries from America they will start up work, replenish their stocks, and continue buying American tobacco. Manufacturers have been receiving numerous requests for post-war business from their former correspondents in Bremen, but they are inclined to favor American tobacco if they are able to get it. They will also be interested in tobacco-cutting machines and in deer's tongue, an aromatic plant used in flavoring smoking tobacco. They have sold all of their products, have no stock on hand, and have ready money to make prompt payments for supplies.

When the Ticino cigar factories are shut down more than 2000 laborers are thrown out of employment and perhaps 10,000 people dependent upon these laborers, or indirectly on the cigar industry, for their livelihood, are affected, so the question is a serious one for this Canton, which has a total population of only about 150,000 people.

[A list of the members of the association of cigar and tobacco manufacturers mentioned above may be secured from the Bureau of Foreign and Domestic Commerce or its district and co-operative offices upon referring to file No. 110542.]

Developing New Strains of Burley

Washington, D. C.

THE development of new strains of burley tobacco which are not susceptible to root-rot has been undertaken by the Department of Agriculture. Root-rot, declare officials of the department, is one of the most important diseases encountered in the production of corps, recent careful observations over a considerable part of the tobacco-growing section of the United States showing an annual damage of millions of dollars. The loss in Kentucky alone is believed to exceed easily an average of $2,000,000 annually.

If two varieties of tobacco, Connecticut Havana and White Burley, for instance, are planted side by side on ground which has just grown two or three crops of burley, the Havana seed in most instances will produce from two to one hundred times as much as the burley, the former not being susceptible to root-rot. If, however, these two varieties are planted where tobacco has not been grown for several years, one will produce as large a crop as the other.

For several years specialists of the Department of Agriculture have been engaged in the development by selection of a type of burley as resistant as some of the cigar varieties but with the yield and quality of burley. The resistant strains thus far produced and given commercial trial are all of the drooping-leaf type and are not stand-up burleys, which many growers prefer. It is expected, however, that stand-up burleys will also be developed which are resistant to root-rot. Several trials of these resistant varieties have shown them to be practically equal to the ordinary burley varieties in respect to color and texture of the cured product.

C. L. L.

TRADE NOTES AND NOTICES

John J. McCormick, broker in leaf tobacco, has removed to 175 Front Street, New York City.

May 1 marks the date of removal of Marcelino Perez & Company, from 12 Duane Street, New York, to 46 Vesey Street. Manuel Perez will be in charge of the New York office.

The American Sumatra Tobacco Company, at East Hartford, Conn., has placed an order for the furnishing of 3000 ventilators for its sheds in the Connecticut Valley. They will be in place before the harvesting time of the 1919 crops.

The Tannenholz Brothers' store on Thirty-eighth Street, just off Sixth Avenue, New York, has been made additionally attractive by a handsome electric sign, which signals to passersby that within may be found the famous "Gato" cigar.

Henry H. Hunter, attorney for the Independent Retail Tobacconists' Association, is one of the most active defenders of the tobacco industry against the onslaughts of the reformers. He is giving generous support to all movements for the defense of tobacco.

The Park Tobacco Corporation of Newark, N. J., has been incorporated with a capital of $50,000, with headquarters at School and Wickliffe Streets. The incorporators are Daniel B. Diss, of Newark; Harold Adams, of Jersey City, and Lloyd S. Blount, of Jersey City.

Garrett H. Smith is acting chairman of the Victory Loan Committee of the Art Branch, which includes the lithographic industry. He is devoting his entire time to duplicating the successes of the lithographic industry in previous loans, when in each case they exceeded their quota by a handsome sum.

The National Association of Manufacturers will hold their annual convention, May 19, 20 and 21, 1919, at the Waldorf-Astoria Hotel, New York City. The annual banquet will be held on Wednesday evening, May 21, when Miles T. Poindexter, U. S. Senator from the State of Washington, will be one of the speakers.

Effective May 1, the General Cigar Company will take over the business of Charles Gross & Company, of 111 North Fourth Street, Philadelphia. This company has been active in the distribution of "Robert Burns," "Little Bobbie" and "Owl" brands of the General Cigar Company. It is understood that the new owners will locate the company in their building at Girard Avenue and Fourth Street.

The annual meeting of stockholders of the American Snuff Company will be held at the office of the company, 15 Exchange Place, Jersey City, N. J., Tuesday, May 6, 1919, at 2 o'clock, P. M.

The Morris Tobacco Company with a capital of $30,000 has been incorporated in Providence, R. I. The incorporators are Charles H. Marse and Harry M. Gronfein, Providence, and George L. Symonds of New York.

Application is to be made May 13 for articles of incorporation of the firm of Bobrow Brothers. The incorporators are Harry Bobrow, Charles Bobrow, and Sara Bobrow. The policy of the firm will remain unchanged.

The Sterling Tobacco Company, Inc., has opened for business at 1422 Sixth Avenue, Seattle, Wash. The company will do a wholesale business in tobacco and confectionery. The incorporators are J. E. Beardslee and W. M. Carter, of Seattle, and H. D. Bracken, of Pennsylvania.

The Chaflakos Brothers are promoting the building of a $300,000 tobacco factory at Woodland, Cal. It is not easy to get information as to the progress of tobacco growing in California but this is an indication of success. It seems that in some districts the growing of cigarette tobacco has been a good success and in others a failure. Some of the big interests are experimenting in various sections.

The Kentucky Loose Leaf Tobacco Warehousemen's Association was formed at a meeting held recently at Louisville. The object of the association is to appeal to the growers by pamphlets and personal persuasion to reduce next year's tobacco acreage to a reasonable level. Silas Shelburn, of Lexington, was elected president of the association; J. B. Bowling, of Owensboro, vice-president, and N. I. Buster, of Harrodsburg, secretary-treasurer.

In the Fifth Liberty Loan Campaign, the city has been divided into nine zones by the tobacco trade. Nelson F. Eberbach, of A. B. Cunningham & Company, is chairman of the team representing cigar jobbers, pipes and cigarettes; Ben R. Lichty, of the manufacturers; E. A. Calves, of the leaf tobacco team. Charles J. Eisenlohr is chairman of the General Cigar and Tobacco Group, No. 4, and Horace H. Leach is chairman of the Philadelphia Cigar and Tobacco Association team.

Manila Cigar Imports Gain Forty Millions

Washington, D. C.

THE annual report just issued by the Bureau of Insular Affairs of the War Department shows that prosperous conditions continue in the Philippine Islands, together with increased commercial and industrial activity. The total imports during 1918 amounted to $98,599,212, and exports to $135,194,482, establishing new high records for the islands.

The cigar trade continued to reflect chiefly the increasing American demand. Though there was also a more normal trade with other countries as a whole than has prevailed during the war, the important increase was in shipments to the United States, which represented about two-thirds of the total quantity. The exceptionally small trade in unmanufactured tobacco in 1917 was succeeded by much the largest ever recorded. Purchases by the United States were about the same, but shipments to Spain which declined to nominal proportions in 1917, though they normally dominate the trade, were resumed on a large scale early in 1918, and the returns as equalized between the two years show still a highly satisfactory volume of exports for each.

The following tables show the export business of the islands during the calendar years 1917 and 1918:

	Twelve Months Ending December.	
	Quantity. 1917.	*Quantity. 1918.*
Cigars,	284,525,000	359,665,000
United States,	202,199,000	248,748,000
Australasia,	5,518,000	6,473,000
British E. I.,	9,688,000	12,144,000
China,	24,673,000	32,349,000
Other Countries,	42,447,000	59,951,000
Unmanufactured Tobacco (Lbs.),	15,134,299	56,705,383
United States (Lbs.),	6,797,937	6,519,584
France (Lbs.),	3,913,590	9,395,192
Spain (Lbs.),	2,750,653	37,497,839
Other Countries (Lbs.),	1,672,119	3,292,768

All Enemy Trading Lists Are Withdrawn

Washington, D. C.

ALL enemy trading lists heretofore issued or compiled by the War Trade Board have been withdrawn effective April 29, according to an announcement just made by Chairman Vance C. McCormick. All disabilities heretofore attached to trade and communication with persons included in these lists have ceased to operate and all persons in the United States now authorized, subject to the other rules and regulations of the War Trade Board, to trade and communicate with all persons outside of the United States with whom trade and communication is prohibited by the Trading with the Enemy Act.

The lifting of these restrictions does not modify or affect in any respect, however, the present restrictions against trade and communication between the United States and Germany or Hungary, nor does it authorize trade with respect to any property which heretofore, pursuant to the provisions of the Trading with the Enemy Act as amended, has been reported to the Alien Property Custodian or should have been so reported to him, or any property which heretofore the Alien Property Custodian has seized or has required to be conveyed, transferred, assigned, delivered or paid over to him.

This action is taken by the United States Government concurrently with the Allied Governments. The latter, with the United States, have reserved the right to re-issue the Enemy Trading List and to revive the various disabilities that were attached to trade and commerce should such action become necessary.

Holland Proposes Tax On Raw Tobacco Imports

In making a public statement of taxation policies which he intends to pursue, the new Minister of Finance, of Holland, recently stated that he intended to levy an import duty on raw tobacco. The size of this proposed import duty was not mentioned and is believed to be very small, possibly not as much as ten per cent.; nevertheless an active campaign has developed against this plan. Banks, Dutch East Indian tobacco companies, and tobacco merchants and brokers are joining in protest. It is pointed out that Amsterdam was formerly the most important tobacco market of the world. Tobacco from all parts of the world could be bought in Amsterdam in peace times from samples on exhibition with the large brokers there. During the war Amsterdam's activities as a tobacco market have practically ceased. One of the important causes of this change is that the United States, which was formerly one of the heaviest buyers on the Amsterdam market, is now purchasing direct from the Dutch East Indies. It is felt that Amsterdam will never recover its former importance as a tobacco market if a duty is charged on imports. In all probability the proposal will be abandoned.

Foreign Markets For Raw Leaf and Products

THE following information is taken from the trade reports of the Bureau of Foreign and Domestic Commerce, under date of April 23, 1919.

Algeria is an important tobacco-growing and manufacturing country. During the year 1915 Algeria manufactured 45,000,000 cigars, of which 12,000,000 were exported; 101,000,000 packages of cigarettes, of which 66,000,000 packages were exported; and 111,000,00 packages of smoking tobacco, of which 38,000,000 packages were exported. The manufacture of chewing and snuff tobacco amounted to 242 metric tons.

The native tobacco is neutral in quality and requires mixture with American or other varieties to give it character. There is also a considerable demand for foreign tobacco products, and this demand is increased in normal times by the several thousand American, British, and continental tourists who come to Algeria in the winter months. Foreign tobacco is supplied principally by British firms. American products are, however, favorably considered and might enjoy a large sale if active steps were taken to introduce them.

In Italy, the consumption of manufactured tobacco is very large and American cigarettes are a favorite. But tobacco is a government monopoly and any firms desiring to sell in this market should take the matter up with the representatives of the Italian Government in America. Most of the tobacco used in the manufacture of Italian-made cigars and cigarettes is American grown. The importation of leaf tobacco during the first six months of 1918 amounted to 2,095,218 kilos of a total statistical (customs) valuation of 7,626,593 lire ($1,471,932). Of this quantity 1,620,333 kilos came from the United States, 339,896 kilos from Asiatic Turkey, 134,925 kilos from Greece, and 64 kilos from Tripoli. During the second half of the same year 1,490,638 kilos of leaf tobacco entered through the port of Naples alone, having a statistical value of 5,421,922 lire ($1,046,431). The United States supplied 1,478,195 kilos of this, Rhodes and Asiatic Turkey 8860 kilos, and Tripoli 3583 kilos.

The Government supply of cigarettes has not been equal to the demand in spite of the fact that a large number of cigarettes have been distributed free by the American Red Cross and the American Y. M. C. A. The shortage has been partly due to the necessity of sending large quantities to the redeemed Provinces. Several times the individual purchaser has been limited to two packages of cigarettes at a time, and lines of eager applicants are often seen in front of the distributing shops. It is probable that the Italian Government would be disposed to make purchases of American brands to augment the present limited supply, or to give contracts to American firms to make Italian brands.

In Japan, owing to the fact that the Bureau of Monopolies of the Japanese Government's Department of Finance, which directs the importation and sale of all foreign tobaccos, encourages the Japanese to smoke only domestic tobacco or cigarettes locally made from cheap imported tobaccos mixed with the domestic product, the sale of foreign manufactured goods of this kind is very limited. Japanese brands of smoking tobaccos, such as Hagi and Ayame, sell for 3 to 4 cents per ounce; cigarettes of domestic manufacture are offered at from 3 cents for packages of 10 each to 20 cents for packages of 50 pieces. Imported tobaccos pay a duty of 365 per cent. and are very expensive, typical prices for smoking tobaccos ranging from 92 cents to $1.62 per one-fourth pound and cigarettes from $1.25 to $4.50 per 100. Manila cigars sell at from 4 to 20 cents each. The average purchasing power of the Japanese is comparatively low, and foreign tobaccos sell only among the few thousand foreigners and among those wealthy Japanese who have acquired a taste for them. The tobacco for which the greatest need is felt is some moderate-priced smoking tobacco; and such a brand, if it would appeal to both American and English tastes, should find a ready sale among the foreign residents, who for the past two years have been paying enormous prices for brands which do not suit their tastes. All negotiations should be with the Japanese Monopoly Bureau mentioned above.

Belgium's Pre-War Leaf Imports

Washington, D. C.

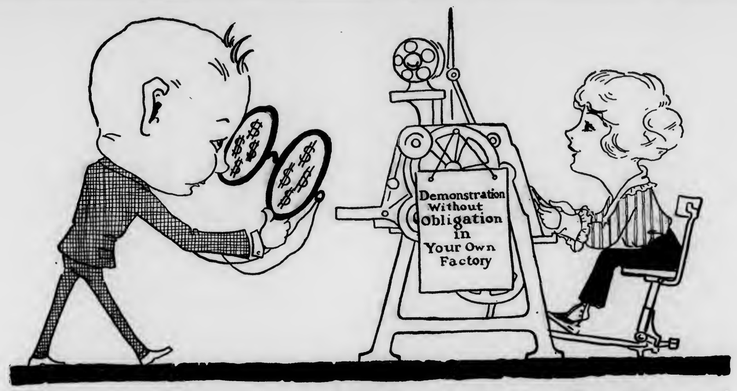
Coincident with the removal by the Belgian Government of all import restrictions on tobacco, the volume of trade of American exporters in that country is of considerable interest.

Prior to the war our exports of leaf tobacco to Belgium averaged about 10,000,000 pounds a year, with a value of approximately $1,000,000. The war, of course immediately stopped the flow of tobacco into the country, the imports for the fiscal year ended June 30, 1915 (the first year of the war), being but 1,131,439 pounds, with a value of $141,342. It is expected, however, that the removal of restrictions will result in the trade again assuming pre-war proportions in the near future.

The following table shows the leaf tobacco exports from this country to Belgium during the three fiscal years immediately preceding the war:

	Pounds.	*Value.*
1912,	10,072,410	$1,052,466
1913,	9,892,731	1,036,274
1914,	11,585,811	1,413,971

C. L. L.



Can't See A Thing But Dollars!

THAT'S what happens when a cigar manufacturer who has been doing his stripping by hand sees the UNIVERSAL STRIPPING AND BOOKING MACHINE demonstrated in his own factory and with his own tobacco!

Dollars? He sees this machine, operated by one girl, doing the work of three hand-strippers, releasing the other two workers for more important duties—and he's figuring on the saving this will mean in a year.

Dollars? He sees the tobacco as it comes from the machine, clean cut, with no waste from tears, and no curled tips—and he figures the saving in raw material.

Dollars? He notes the careful, smooth booking of the tobacco, and realizes that it will increase each man's output of cigars from 35 to 50 a day. He figures on increased profit from greater output—saving in overhead through saving in space—freedom from irregularities due to sick or incompetent hand-strippers.

Dollars? Ask for a demonstration in *your* own factory, with *your* own tobacco, and *you* will see dollars too! Any factory employing five or more cigar-makers calls for the Universal. If there is money in cigars, there is bigger money in *more* and *better* cigars when produced at lower cost.

Send for catalogue, price list, and demonstration without obligation today.

Universal Tobacco Machine Co.

79 FIFTH AVENUE, N. Y.

FACTORY: 98-104 Murray St., Newark, N. J.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

LEAF MARKET JOTTINGS

IN Lancaster County, after all the fuss and flurry and big talk, and organization, it is reported on good authority that the growers are showing samples to the local packers and offering to sell at practically what the packers are willing to pay. The conclusion of the contest, or its break, is entirely logical and is hardly fair to charge either side with trying to get the best of the other, except as happens in every business dicker even over a mule.

Growers who held out for twenty cents are said to be selling at fifteen or less, and while 60 per cent. has been sold, the remainder of the crop is not being taken with any degree of activity in spite of the low prices.

Prices are ranging from ten to fifteen cents according to quality.

Growers now have their seed beds planted and a considerable decrease has occurred in the amount of seed sold. There are many growers who believe in late planting, but it seems a sure thing that less tobacco will be grown in Lancaster County this year than in recent years.

The buyers who held off this year are smiling, for it is said that tobacco being purchased to-day for ten and twelve cents is as good as that which sold earlier at eighteen cents.

The Wisconsin crop is about 75 per cent. sold, and the balance is being sold for almost any price.

The *Wisconsin Tobacco Reporter,* in reviewing the situation, says: "It is admitted by all sides that Wisconsin produced too much tobacco in 1918—more cigar leaf than was needed under normal manufacturing conditions and especially when the production of cigars declined from pre-war figures. The present unsatisfactory condition of the market for the remaining fraction of the 1918 crop will certainly have an influence in curtailing the acreage of the coming year. But this of itself may not be sufficient to reduce the production to the years of 1915 and 1916 when it ranged around 40,000 acres in the state. The great menace to remunerative prices for the present year will be the size of the crop planted. A cut of twenty-five or thirty thousand acres from that produced in 1918 would do more to stabilize prices than anything that can be done at the present time."

The difficulty, as outlined by the editor, is the same that obtains elsewhere, that every grower expects his neighbor to make the needed cut in acreage, and further, that the growers who have been getting all sorts of prices for all sorts of tobacco, need to wake up to the realization that that period has passed. Now that the war is over, if it is, or when the war is over quality will be demanded.

Australia is subsidizing the tobacco industry and will buy two million pounds of Australian-grown flue-cured through the Commonwealth Board of Trade for three years, at from 12 to 24 cents, American money, per pound, ranging to 36, 48 and 60. Some governments are interested in promoting interests and others in squeezing them.

In Ohio, the Miami Valley Tobacco Growers' Association at a recent meeting in Dayton agreed to decrease acreage 25 per cent. in tobacco and divert the land to other agricultural purposes.

In Connecticut wet weather has hindered the sowing of seed beds, and in many cases in beds already seeded the seeds have rotted instead of germinating. Notwithstanding low temperatures, more seed beds have been sown than usual at this date.

William A. Taylor, Chief of the Bureau of Plant Industry of the United States Department of Agriculture, in Bulletin No. 765, has issued a monograph on "Strains of White Burley Tobacco Resistant to Root-Rot," by James Johnson and R. H. Milton. The pamphlet takes up in detail the relation of root-rot to the cropping system in practical tobacco culture; description and cause of the disease; experiments in the White Burley district and other matters pertaining to the subject.

Southern markets report sales at Louisville, Ky., to date, of 32,664 hhds., against 39,411 hhds. last year, a decrease of 6747 hhds. for the current year.

Sales at Hopkinsville for the week of April 19 were 387,675 pounds, with an average of $18.56, a little below the season's average of $19.41.

At Clarksville, Tenn., the market has slumped in quantity, quality and price, except for wrappers which brought $26 to $34 per hundred pounds; New Leaf, $17 to $20; good leaf, $21 to $25; Lugs, from $9 to $17.

The season's sales at Danville, Va., foot up 45,501,970 pounds, sold for $15,538,544.67, an average of $34.15. Present market strong on good to fine bright tobacco.

In Virginia, according to the Agricultural Department, 7 per cent. of the acreage was devoted to sun-cured tobacco, 36 per cent. to Virginia Dark, and 56 per cent. to Old Bright tobacco, with 1 per cent. in the discard.

In North Carolina, 34 per cent. was Old Bright and 60 per cent. New Bright.

In Kentucky, Burley claimed 44 per cent.; Stemming Tobacco, 18 per cent.; One-Sucker, 16 per cent., to Paducah, and 13 per cent. to Clarksville and Hopkinsville.

It's toasted

Back to the desk after lunch

Light a Lucky Strike cigarette—the real Burley cigarette. The flavor of the Burley tobacco is developed and enriched by toasting.

LUCKY STRIKE cigarette

It's toasted. Try the real Burley cigarette. Buttered toast has flavor because it's toasted. Same with Lucky Strike Cigarette.

It's toasted

Open your package this way

©

Guaranteed by
The American Tobacco Co.
INCORPORATED

Foreign Buyers Waiting

Baltimore, Md.

THAT foreign buyers have held off expecting to see American exporters undersell themselves in the strenuous competition which was expected to follow the war, was the opinion expressed here by Mr. Vicente Gonzales, speaking before the Importers and Exporters' Board of Trade at Emerson Hall.

Mr. Gonzales spoke as the representative of the Mercantile Bank of the Americas, and emphasized the importance of extending credit in developing foreign business at this time, and warned business interests of the dangers of constricting trade in general.

"The wider distribution of wealth in foreign countries," said Mr. Gonzales, "must precede any great development in our export business. Much of the prosperity abroad is due to rise in raw materials concentrated in the hands of a few. The people, except in few cases, have not benefited by such high prices. When this has taken place and when American exporters have seen fit to make liberal extensions of credit, I predict the greatest boom in foreign commerce that this country has ever seen.

"The horizon is clouded with fears, which are keeping trade more or less in a state of partial paralyzation. We have all been disappointed when the cessation of hostilities not only did not bring us a flood of orders from all over the world, but to the contrary brought us cancellations by thousands.

"Very few people can explain why things were so reversed. The different opinions expressed, far from explaining matters, only tend to move confusion.

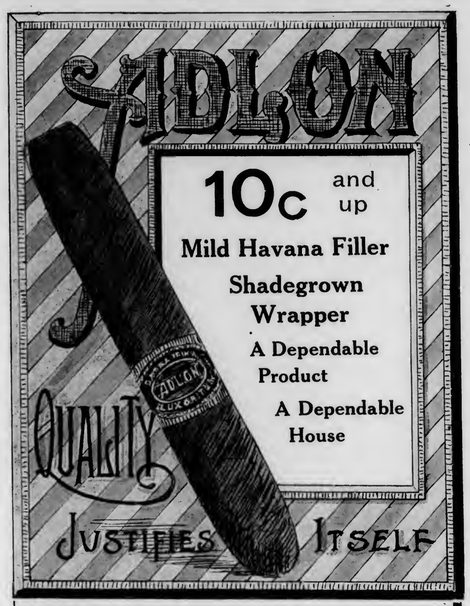
"I am afraid I am only going to add to this confusion in expressing my opinion as to the cause of the present stagnation. But I can at least think with my own head and make deductions from my own observations.

"We all know that during the war almost all stocks of foreign merchandise have been more or less consumed. Difficulties in procuring credit and transportation, export restrictions, shortage of some manufacturers and disturbances of exchange have prevented the people of all countries from importing enough goods for actual consumption, and almost all merchants have been clearing up their stocks of goods salable and unsalable at very satisfactory prices.

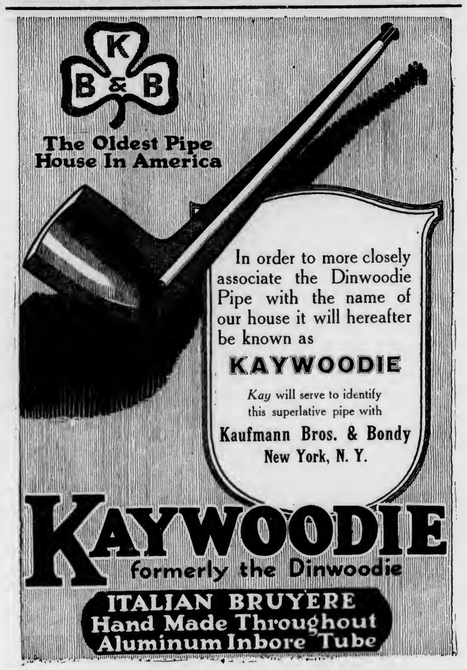
"They should be, therefore, to-day in a splendid position to buy again. In fact, I believe they are. But they have been paying fancy prices—war prices, and they expected that almost at once the excess price would be eliminated and that they could buy much cheaper.

"Precaution or natural commercial instinct warned them to keep away for awhile. They all knew that Europe, in spite of statement to the contrary, could not supply any quantity of manufactured goods for some time. They also knew that ships could not be released at once for peace time trade. And it was not on our European competitors that they counted at all.

"They expected that American exporters could undersell themselves and that the best policy was to wait. They are still waiting because the fall in prices has only shown its teeth, and has become effective only on very few articles.



44 Cigar Co. Inc. Philadelphia


K
B & B
The Oldest Pipe House In America
In order to more closely associate the Dinwoodie Pipe with the name of our house it will hereafter be known as
KAYWOODIE
Kay will serve to identify this superlative pipe with
Kaufmann Bros. & Bondy
New York, N. Y.
KAYWOODIE
formerly the Dinwoodie
ITALIAN BRUYERE
Hand Made Throughout
Aluminum Inbore Tube

Copyright 1919 Liggett & Myers Tobacco Co.

This picture meant so much to us that maybe you will study it and read the verse—and fill your pipe with Velvet—the friendly tobacco—aged in Nature's way—the right way.

Liggett & Myers Tobacco Co.

15c

True, the music of his organ ain't the best that could be played,
And it's full of sounds that oughtn't to be in it—I'm afraid.
But the kiddies here enjoy it from the time its first note starts
'Cause they've got the joy of livin' sunk way deep into their hearts.

Now, us grown folks, too, can learn the way to stand for life's discord
If we'll only keep the joyousness of livin' in us stored.
An' our pipes will taste the sweeter an' the world will seem true blue
If we live our lives like Velvet, natural, friendly, pure—all through.

Velvet Joe

"Because they are waiting, manufacturers also are waiting, and they are keeping the unemployed waiting also, and altogether are producing an unpleasant and perhaps alarming restlessness in trade.

"They cannot wait much longer, as the people do not stop consuming, and they must have goods and importers will have to provide them.

"The desire of foreign buyers to turn their trade back to Europe in avenging our impertinent demand for cash during the war has also a lot to do with this situation.

"Those who had long standing credits in England, France, and Germany and at the same time were refused even a fraction of such buying facilities here, when they needed them, became utterly disgusted with our narrow-mindedness and made up their minds that as soon as Europe was on its feet again they would get even and in a way they are trying to do so.

"We have been more reasonable during the last two years by extending some credit and we have made a few more friends, but these are certainly not going to pay any more than they have to, and only as soon as they are convinced that they cannot buy cheaper elsewhere.

"Then the question of exchange is a very serious one and is hampering trade everywhere.

"After the Peace Conference has settled the political and geographical problems, the social and industrial problems will have to be disposed of, and then, when all is quiet, the world will think about stabilizing its finances—its different moneys and the exchange of values.

"Until then we will have to trade, adjusting exchanges with each country individually, but on the basis of unknown factors. It may be that some international arrangement will settle the matter sooner. In the meantime, during six months or two years, or more, no one can tell what any money is going to be worth anywhere.

"How can trade be resumed and developed under such uncertain conditions? How can people buy, as was customary, and as it should be, for an advance of actual needs if they do not know how much of their money they will have to pay? How can credits be extended in other than dollars if there is any uncertainty in regard to the rate of conversion a few weeks or months after? These are some of the questions which this country will have to work out in the immediate future."

ENEMY TRADING LIST WITHDRAWN

Acting concurrently with the competent authorities of the Associated Governments, the War Trade Board announce that on April 29, 1919, all Enemy Trading Lists heretofore issued or compiled by the War Trade Board will be withdrawn. On and after April 29, 1919, all disabilities heretofore attached to trade and communication with persons included in such lists shall cease to operate and all persons in the United States will be authorized, subject to the other rules and regulations of the War Trade Board and except as hereinafter provided, to trade and communicate with all persons outside of the United States with whom trade and communication is prohibited by the Trading With the Enemy Act.

TOPIC

Clear Havana Cigars

10c and upwards

BOLD

"Above All"

SEVEN CENTS

Smokes for the discriminating smoker that are perfection in the blending and selection of high grade tobaccos.

Bobrow Brothers

MFGRS.

Philadelphia **Penna.**

Two National Favorites:

WAITT & BOND

BLACKSTONE

Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**

Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.

BOSTON

Reeves, Parvin & Co., *Philadelphia Distributors*

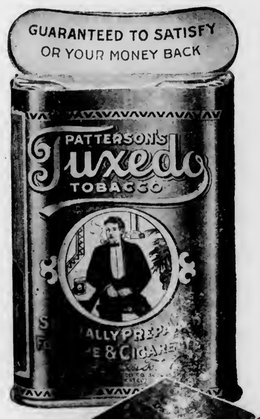
All Smoking Tobaccos are Flavored

"Your Nose Knows"

The Encyclopaedia Britannica says about the manufacture of smoking tobacco, ". . . on the Continent and in America certain 'sauces' are employed . . . the use of the 'sauces' is to improve the flavour and burning qualities of the leaves." Your smoke-enjoyment depends as much upon the Quality and kind of flavoring used as upon the Quality and aging of the tobacco. Tuxedo tobacco uses the purest, most wholesome and delicious of all flavorings—*chocolate!* That flavoring, added to the finest of carefully aged and blended burley tobacco, produces Tuxedo—the perfect tobacco—"Your Nose Knows."

Try This Test: Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"



Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Guaranteed by
The American Tobacco Co.
INCORPORATED

DEALERS . . . ATTENTION

The new Tuxedo advertising campaign (one ad. of which is reproduced above) is arousing the greatest interest among the pipe smokers of the Nation—and among cigarette smokers too! Here's a campaign that *tells smokers something*—real tobacco *news*. Are *you* getting *your share* of the new business this Tuxedo campaign is creating?

Soldiers and Reformers

Washington, D. C.

WITH the return of the men who fought overseas, it is expected that the agitation against tobacco will receive a serious setback, for these men, better than any one else, have been given an opportunity to learn that tobacco is indeed one of man's best friends.

In the front-line trenches, when food failed to come up—they smoked and were philosophical. If they had no tobacco, though, everybody kicked. Awaiting the signal to go over, they smoked and their minds were calm. If they had no tobacco, though, they were nervous, anxious, and depressed.

In the hospitals, if there were no anesthetics, they gave a man a cigarette and he smoked while they operated. When there were no cigarettes, though, it was different—ask an army nurse or a doctor. Later, when time hung heavy for bandaged men, a smoke made all the difference in the world.

The men who are returning found all this out. Even those who, themselves, did not smoke, saw what tobacco could do and received a broader comprehension of the other fellow's needs, which will always prevent them from joining the ranks of the agitators and reformers.

Read what one man wrote to a paper in New York which ran a "smoke fund":

"I was one of the recipients of your very welcome gift of 'Velvet' tobacco, given by the 'Sun' tobacco fund to our entire battery today. As I never indulge in smoking I passed my issue to my comrades, and I can assure you of their delight and gratification; also of their gratitude. The Seventy-ninth Division is now moving to the vicinity of Chaumont, and our battery will start on its four-day journey on April 1. It is on that journey that great comfort will be derived from your kind and thoughtful donation."

When non-smoking soldiers feel like that, reformers who never saw a battle-line and who spent their time caring for morals when they should have been caring for the welfare of soldiers will have a hard time convincing this country that tobacco should be abolished.

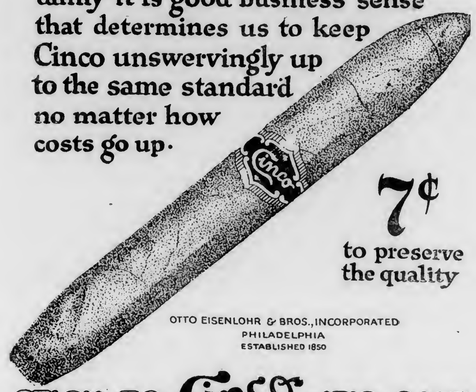
C. L. L.

REVENUE BUREAU GRANTS EXTENSION

Washington, D. C.

THE Commissioner of Internal Revenue announces an extension of time until May 31 for filing returns covering the period from February 25 to March 31, for taxes imposed by the new revenue law on cigar or cigarette holders and pipes, composed wholly or in part of meerschaum or amber, humidors, and smoking stands. The first returns for this period are due on or before April 30, but as the Bureau finds it impossible to have ready by this date the necessary blanks for filing these returns, an extension of time is granted. On May 31 these returns, as well as the returns for April must be made and the taxes paid. The tax imposed on these articles is ten per cent. of the price for which they are sold at retail. Regulations governing the collection of the tax is promised at an early date.

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.



7¢
to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919 — REGISTERED IN U.S. PATENT OFFICE

Two Brands that will Increase Your Business

John Ruskin Is IT TOOOO BIG?

Flor de MELBA The Cigar Supreme

7c.—3 for 20c. 3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them

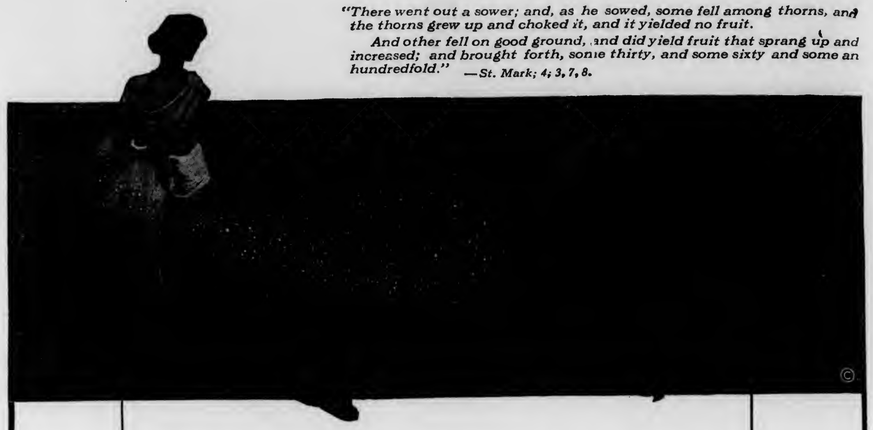
See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

"There went out a sower; and, as he sowed, some fell among thorns, and the thorns grew up and choked it, and it yielded no fruit.

And other fell on good ground, and did yield fruit that sprang up and increased; and brought forth, some thirty, and some sixty and some an hundredfold." —*St. Mark; 4; 3, 7, 8.*



Like the Parable of the Sower

some manufacturers do not use sufficient foresight to determine where their advertising seeds are sown, or where they fall.

They attempt to simply throw the seeds to the four winds — hit or miss — without regard for the thorny, or stony ground, or the waysides, where the seed is devoured, scorched or withers away.

The wise sower of advertising seed selects the good, fertile fields; and he, therefore, not only reaps harvests thirty, sixty or an hundredfold, but *saves much seed:*—and surely this is no time for waste of either advertising seed (dollars) or time.

When selecting the business fields which you want to sow and cultivate, don't scatter your seed—conserve it and plant where it will do most good;—where it will flourish, thrive and bear forth fruit in the form of increased business an hundredfold. Plant your advertising seed in

The Tobacco World
236 CHESTNUT STREET
PHILADELPHIA

Copyright 1918.

Cuba's Prosperity

CUBA prospered more than any other country as a result of the war, according to a pamphlet, entitled the "Island of Prosperity," now being distributed by the Mercantile Bank of the Americas, 44 Pine Street, New York.

"During the four years the struggle lasted, Cuba prospered perhaps more than any other country. Her exports increased to over $350,000,000 (1917). At the same time her purchases abroad amounted to $260,000,000, or just double her previous imports.

"Statistics for 1918 are not yet completed, but from present indications it is safe to estimate her exports at $375,000,000 which is the island's foreign purchasing power today. It is expected that in 1919 the $400,000,000 mark will be reached.

"The population of Cuba is not quite three million. Therefore the exportation of $375,000,000 is an average of $125 per capita. If the United States, the world's richest country, were to export $125 worth of goods for each of its one hundred million inhabitants, our exports would total $12,500,000,000, as against the actual exportation of a little over half of that amount, or $6,400,000,000 in our record year of 1917. Cuba's exporting power is, therefore, just double our own. And yet the Island has not reached anything like its full development. Within its forty-four thousand square miles there are still opportunities for augmenting production to more than double the present figure.

"Of the $300,000,000 of foreign purchases, Cuba spends nearly $225,000,000, or 75 per cent., in the United States. For each additional million of purchasing power which she may acquire we may expect $750,000 to be expended in this country."

NETTIE TOOK UP HER BED AND SKIPPED

Once in a while the press dispatches are rather funny reading. One coming through the International News Service reads as follows:

Gloversville, N. Y., Dec. 14.—Mrs. Nettie Ash came forward with a timely report when her husband advertised her, requesting merchants to deny her credit in his name. The husband, Arthur I. Ash, inserted the first advertisement. It read:

NOTICE.

Whereas, my wife, Nettie Ash, has, without cause or provocation, left my bed and board, I hereby give notice to all not to sell, trust or harbor her on my account, as I will not be responsible therefor.

Dated, Gloversville, N. Y., November 18, 1918.
ARTHUR I. ASH.

The next day the same paper printed the following:

I, having just cause and provocation, have left Arthur Ash's board, but not his bed, as that was mine and I took it with me. NETTIE M. ASH.

The leaf tobacco exported in the first eight months of the fiscal year was 368,362,211 pounds, against 181,446,803 pounds in the same period of 1917-1918, representing an increase of 186,879,408 pounds.

BETWEEN THE ACTS
LITTLE CIGARS

Keep a Box of Fifty on Your Desk

All the satisfaction of a fine Havana cigar in an "appetizer" size. Just right when you've no time for a big one.

FOR A HUNDRED ODD INTERVALS

P. LORILLARD COMPANY
ESTABLISHED 1760

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR ..... President
EDWARD WISE ..... Chairman Executive Committee
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GEORGE H. HUMMEL ..... Vice-President
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JACOB WERTHEIM ..... Ex-President
JOSEPH F. CULLMAN, Jr. ..... Vice-President
LEON SCHINASI ..... Vice-President
ASA LEMLEIN ..... Treasurer
CHARLES DUSHKIND ..... Secretary and Counsel

New York Offices, 5 Beekman Street

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Meeting 4th Tuesday of each month at Hotel McAlpin

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA — Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 — HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

The Cigar Production

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of February, 1919:

(Figures for February, 1919, are subject to revision until published in the annual report.)

Products	Feb., 1918.	Feb., 1919.
Cigars (large)		
Class A,	103,955,157	74,763,560
Class B,	341,165,127	247,296,858
Class C,	107,788,490	150,973,532
Class D,	950,698	1,459,590
Class E,	1,278,405	1,836,407
Total,	555,137,877	476,329,947
Cigars (small),	66,306,271	60,138,630
Cigarettes (large),	1,330,197	1,990,425
Cigarettes (small),	2,716,702,135	3,126,274,662
Snuff, manufactured, lbs.	2,710,893	2,585,926
Tobacco, manufactured, lbs.	35,520,128	27,472,269
Playing cards, packs	1,784,014	2,527,080

Porto Rico and The Philippines.

Tax-paid tobacco products from Porto Rico for the month of February:

Products	Feb., 1918.	Feb., 1919.
Cigars (large)		
Class A,	5,200,000	2,000
Class B,	10,125,200	597,475
Class C,	6,075,600	994,325
Class D,	.....	75
Total,	21,400,800	1,593,875
Cigars (small),	400,000	.....
Cigarettes (small),	150,000	2,254

Tax-paid tobacco products from the Philippine Islands for the month of January:

Products	Jan., 1918.	Jan., 1919.
Cigars (large)		
Class A,	11,731,390	1,680,700
Class B,	7,635,592	19,335,470
Class C,	724,570	760,285
Class D,	10,150	.....
Class E,	6,150	.....
Total,	20,107,852	21,776,455
Cigarettes (small),	823,561	518,029
Tobacco (manufactured), lb.		1

CIGARMAKERS LOSE STRIKE

The strike of the cigarmakers at Tampa, Fla., was called off on April 23. The trouble was caused by a sympathy strike to support the striking elevator attendants. It was ordered by labor agitators, and it is said that the cigarmakers protested against it. The men made no demands, but returned at the old scale without any negotiations.

The manufacturers were firm, and public opinion, always a factor in such matters, was very strongly against the strikers.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

FOR SALE—TO CLOSE AN ESTATE. Cigar factory and retail store, with pocket pool, billiard table, etc. A good going business. Good location in the city of Grand Rapids, Michigan. Cigar factory employs from eight to fourteen men. Ready market for goods. For information write to Grand Rapids Trust Company, Grand Rapids, Michigan.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

SALESMAN WANTED

SALESMAN WANTED TO CARRY LEAF TOBACCO SIDE LINE—Good live salesman, calling on good manufacturers in Pennsylvania, wanted to carry line of Florida and Georgia wrappers as a side line, on attractive commission basis. Address Box 301, care of "Tobacco World."

BUSINESS OPPORTUNITY

I have a new sanitary smoking pipe, which is likely to become a fad. Want to have same manufactured on a royalty basis. I am using practical model, which I will exhibit at interview. Charles Meissner, 4841 Melrose Street, Frankford, Phila., Pa.

FACTORY WANTED

FACTORY WANTED—SMALL SUCTION PLANT WANTED in Pennsylvania, First District preferred. Give full particulars. Address Box 300, care of "Tobacco World."

WILLIAM H. FLECK DEAD

William H. Fleck, a member of the Fleck Cigar Company, of Reading, Pa., died during the first week of April at Hollywood, California. Mr. Fleck had been in California for several months on account of illness. Mr. Fleck is survived by his wife and two daughters, his father, Charles Fleck, one brother, Daniel F. Fleck, and two sisters, Mrs. David D. Sulkis and Laura Fleck.

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. — New York Office: 203 W. Broadway

MACHINERY and SUPPLIES
for Cigarette Factories
New York Cigarette Machine Co., Inc.,
25 ELM STREET NEW YORK, N. Y.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys — Rappees — High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

8-C:—41,056. For cigars. September 24, 1918. Yocum Bros., Reading, Pa.

MAXIMO GONZALEZ' HAVANA SMOKER:—41,059. For all tobacco products. April 7, 1919. The Robert Mugge Co., Tampa, Fla.

H. S. ROOSTER:—41,060. For cigars, cigarettes and tobacco. March 27, 1919. Krost Cigar Co., Chicago, Ill.

H. S. CLUB:—41,061. For cigars, cigarettes and tobacco. March 27, 1919. Krost Cigar Co., Chicago, Ill.

CHICAGO SENSE:—41,062. For all tobacco products. April 3, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

CHICAGO WETS:—41,063. For all tobacco products. April 3, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

STEADY:—41,064. For cigars only. February 5, 1919. American Litho. Co., New York City.

SOPWITH:—41,065. For all tobacco products. April 8, 1919. American Litho. Co., New York City.

COMMANDER BENJAMIN ROBERTSON:—41,066. For all tobacco products. April 9, 1919. American Litho. Co., New York City.

BOUQUET DE F. CASTANY:—41,067. For all tobacco products. April 9, 1919. F. Castany & Co., Chicago, Ill.

COMMANDER GRIEVE:—41,068. For all tobacco products. April 9, 1919. American Litho. Co., New York City.

MAC KENZIE GRIEVE:—41,069. For all tobacco products. April 9, 1919. American Litho. Co., New York City.

LA FLOR DE MAXIMO GONZALEZ & CO.:—41,070. For all tobacco products. April 11, 1919. Robert Mugge Co., Tampa, Fla.

CLOVER FARM:—41,071. For cigars, cigarettes, cheroots and tobacco. April 11, 1919. The Higgins-Babcock-Hurd Co., Cleveland, Ohio.

PARKMONT:—41,072. For all tobacco products. April 15, 1919. American Litho. Co., New York City.

PARKDALE:—41,073. For all tobacco products. April 15, 1919. American Litho. Co., New York City.

AIR PILOT:—41,074. For all tobacco products. April 10, 1919. American Litho. Co., New York City.

SEALTIGHT:—41,075. For all forms of manufactured tobacco. April 10, 1919. P. Lorillard Co., New York City.

SICONY:—41,076. For cigarettes. April 9, 1919. K. M. Stone Importing Co., New York City.

FOURTEEN POINTS:—41,077. For cigars. April 12, 1919. G. A. Kohler & Co., Yoe, Pa.

HARRY G. HAWKER:—41,078. For all tobacco products. April 8, 1919. American Litho. Co., New York City.

CAPTAIN HAWKER:—41,079. For all tobacco products. April 17, 1919. American Litho. Co., New York City.

FREDERICK P. RAYNHAM:—41,080. For all tobacco products. April 17, 1919. American Litho. Co., New York City.

MARTINSYDE:—41,081. For all tobacco products. April 17, 1919. American Litho. Co., New York City.

TRANSFERS

TIMES. For cigars, cigarettes and tobacco. Registered October 26, 1909, by Charles Landau, New York City. Was transferred to Nicholas de Marco, Paterson, N. J., and re-transferred to the Times Cigar Co., Inc., Paterson, N. J., on April 4, 1919.

CAPTIVONS:—29,671 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered February 29, 1904, by A. E. Russel, Tampa, Fla. Transferred to San Carlos Cigar Co., Tampa, Fla., on April 7, 1919.

EL VARITA:—15,508 ("Tobacco World"). For cigars, cigarettes and cheroots. Registered February 22, 1908, by Central Litho. Co., Cleveland, Ohio. Transferred to The E. Treuhaft Cig. Co., and re-transferred to the Web Cigar Co., Cleveland, Ohio, on April 7, 1919.

TOBACCONISTS in the vicinity of Navy yards and shore stations report a sudden increase in their sales of chewing tobacco, due to the order recently issued prohibiting smoking within the confines of yards and stations.

The order was issued by Assistant Secretary of the Navy Franklin D. Roosevelt as a precaution against fires, several small blazes having recently occurred through carelessness in disposing of lighted cigarettes and pipes.

As a result of the order, dealers near such places expect that their sales of smoking tobacco during the day hours will fall off considerably, but expect that the increased sales of chewing tobacco will offset the loss.

It is understood that fire insurance companies making inspection of plants now pay more attention to smoking rules than used to be the case and a number of large plants where inflammable materials are used have issued orders that smoking within the plant must cease.

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

LITHOGRAPHER'S SUPPLIES

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

The Tobacco World
Established 1881

Volume 39 May 1, 1919 No. 9

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

STERN PATENTED
CIGAR CONTAINER
A most attractive package for 5 cigars
Manufactured exclusively by
Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality
SELLING AGENTS
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B. B. B. Co. (Canada) Ltd. - - - Montreal
J. W. Streider Co. - - - - Boston, Mass.

THE MOEHLE LITHOGRAPHIC CO.
CIGAR LABELS AND BANDS
HOME OFFICE CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
BRANCH OFFICE 170 WEST RANDOLPH ST. CHICAGO, ILL.

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
25TH ST. COR. OF 11TH AVE.
NEW YORK
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIA LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 50 Union Square

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

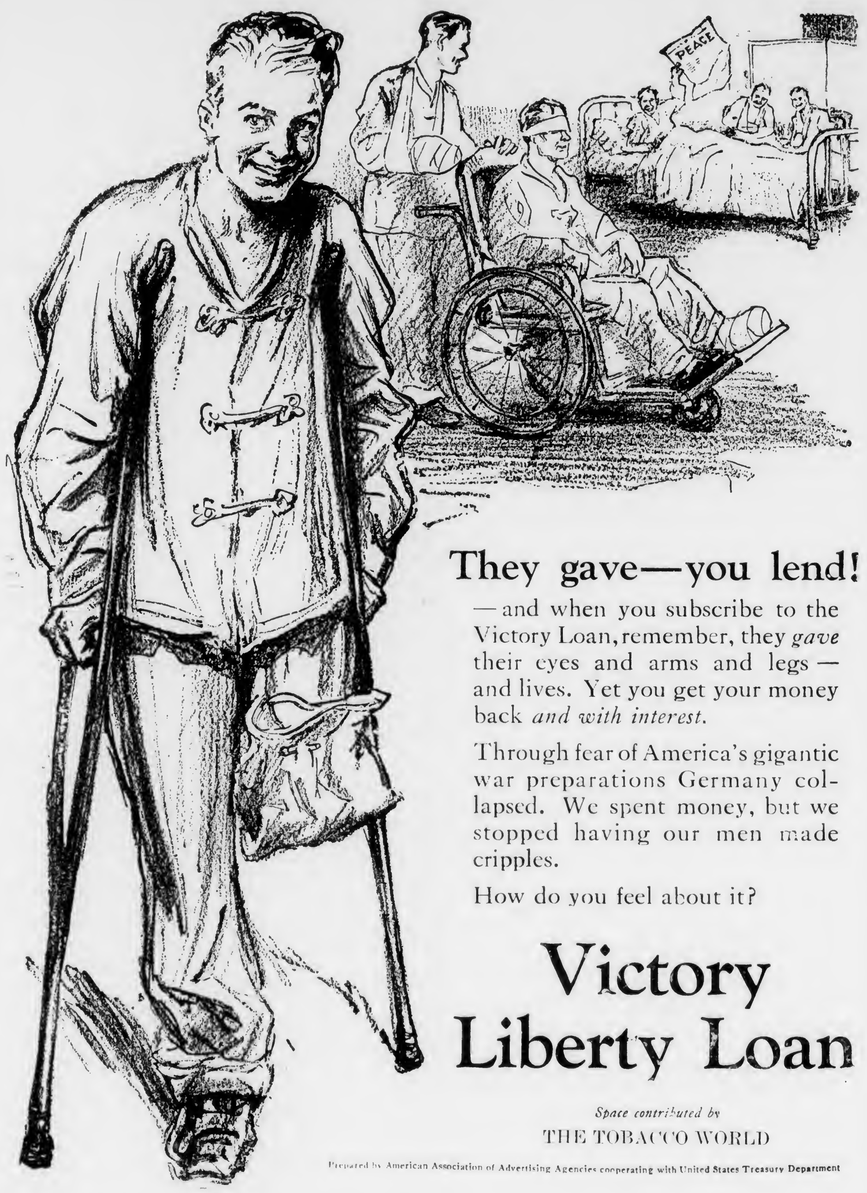
On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

IRREGULAR PAGINATION



They gave—you lend!

—and when you subscribe to the Victory Loan, remember, they *gave* their eyes and arms and legs—and lives. Yet you get your money back *and with interest.*

Through fear of America's gigantic war preparations Germany collapsed. We spent money, but we stopped having our men made cripples.

How do you feel about it?

Victory Liberty Loan

Space contributed by
THE TOBACCO WORLD

Prepared by American Association of Advertising Agencies cooperating with United States Treasury Department

VOLUME 39 NO. 10

The TOBACCO WORLD

MAY 15, 1919

S. Loewenthal & Sons

123 Maiden Lane

NEW YORK

IMPORTERS, EXPORTERS

and Packers of

LEAF TOBACCO

CONNECTICUT, FLORIDA and STRIPPED FILLERS ESPECIALLY

Samples Gladly Sent Upon Request

Watch for these Advertisements

The demand for all grades and shapes of W. D. C. pipes is being increased by our advertising in such widely-read publications as:

Saturday Evening Post	Country Gentleman
Leslie's Weekly	Outing
American Magazine	Collier's Weekly
Field and Stream	Popular Science Monthly
Literary Digest	System
Popular Mechanics	Scientific American

Army and Navy Journal

One of the new series is shown here—others will appear from time to time. Watch for them. Cut them out and paste them in your window to get the utmost selling value out of them.

On the Job

—when you want to think hard and straight—the familiar feel of your favorite pipe and haze of good tobacco smoke seem to cut you off from the rest of the world and let your mind work the way it should. The pipe that never interrupts, nor takes your mind off your work, is the

WD C Wellington

THE UNIVERSAL PIPE

The W. D. C. triangle trade mark has been the sign of supreme pipe value for more than 50 years. It is not only on every Wellington, but also on other pipes that we make of every style, size and grade. There is no pipe, grade for grade, that can be better pipe made than W. D. C.

As you smoke your Wellington there's never a bubble nor a gurgle. The well catches all moisture and tobacco crumbs. The smoke comes *up, away* from your tongue, through the top opening in the bit.

The Wellington is made of genuine French briar, seasoned by our own special process, so as to break in sweet and mellow, and is guaranteed against cracking or burning through. Get a Wellington Pipe. Good dealers have it in all sizes, shapes and grades from 75 cents up. It will fit into your life in a mighty agreeable way.

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST PIPE MANUFACTURERS

Look over your stock of W. D. C. Pipes. Then make up your order with increased sales in view. We will gladly send you further information on request.

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

For Gentlemen of Good Taste

San Felice

7c Cigars

The Deisel-Wemmer Co.,
LIMA, O.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1861
DEPT. A

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

BETWEEN THE ACTS

LITTLE CIGARS

Keep a Box of Fifty on Your Desk

All the satisfaction of a fine Havana cigar in an "appetizer" size. Just right when you've no time for a big one.

FOR A HUNDRED ODD INTERVALS

P. LORILLARD COMPANY
ESTABLISHED 1760

TOPIC

Clear Havana Cigars

10c and upwards

BOLD

"Above All"

SEVEN CENTS

Smokes for the discriminating smoker that are perfection in the blending and selection of high grade tobaccos.

Bobrow Brothers

MFGRS.

Philadelphia Penna.

Tobacco Importers

Tobacco importers are invited to avail themselves of the various services which this Bank is able to render them in relation to their purchases of Cuban leaf tobacco and cigars.

Through our affiliation with the Mercantile Bank of the Americas, Inc., with offices at 44 Pine Street, New York, we can materially assist those who find it convenient to arrange their banking through New York.

Buyers and others visiting Havana will find our offices at their disposal and our officials glad to lend them assistance.

We engage in all branches of local or foreign banking, and all inquiries receive the personal attention of our officials.

Statement sent upon request

Banco Mercantil Americano de Cuba

(HAVANA)

(Temporary Offices:) AMARGURA 23, Post Office Box 1329

Paid Up Capital and Surplus $2,500,000

BELGIAN AGENCY WANTED

An old Belgian firm is ready to take the agency for chewing and smoking tobacco brands, cigars and cigarettes, made in the United States. Address with all particulars,

Box 250, % Tobacco World.

Gafla Sumatra Company

QUINCY, - - - FLORIDA

Florida and Georgia Shade Grown Wrappers

We also sell the new **"Combination"** Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

EL TROVADOR HABANA

EL TROVADOR CIGAR

MADE IN HAVANA

A High Grade Imported Cigar made of the finest Vuelta Abjoa Tobacco grown on the Island of Cuba

CHARLES LANDAU & CO.

93 SAN RAFAEL STREET HAVANA, CUBA — 45 WALL STREET NEW YORK

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

5c. Cigars are in Demand

Manila Scraps make a fine full flavored cigar that can be sold for a nickel

WE SELL MANILA SCRAPS; also BINDERS and FILLERS

WRITE US

S. J. FREEMAN & SON 123 Maiden Lane, New York

HARRY BLUM

Manufacturer of THE NEW

NATURAL BLOOM HAVANA CIGARS

122 Second Avenue New York City

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,

Makers

PHILADELPHIA

Volume 39

THE TOBACCO WORLD

Number 10

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, May 15, 1919 — Foreign $3.50

A Great Sideline Opportunity For The Retailer Exists In The Pipe Field

TWO men were discussing the question of opportunity. One was a lad in his middle twenties just back from France, and the other was a man in his early fifties. The younger man had accumulated a fortune of more than $100,000 in a period of nine months on a start of $50 borrowed capital, and a year later had nothing left but a well furnished home. Then he had gone to war.

The elder man had traveled the country over. There was nothing it seemed that he had missed. He had had a most interesting career but at the age of forty-nine was still a wanderer with nothing but a vast and varied experience for capital. Then came an opportunity for which he was equipped in every way except financially. The man who offered the opportunity was able to furnish the capital. Today he counts his wealth in six figures.

The older man was offering advice to the younger, who was ready to embark in business again and who was looking for the great opportunity in distant fields. Said the elder:

"I spent the best years of my life hunting for a chance for success in every part of the country. I rushed from one place to another on the slightest rumor. For more than thirty-five years I was constantly looking for something in the distance. Then I came to a realization that I was growing old. It was now or never with me. I began looking nearer home. Finally I began looking almost at my feet. There was my opportunity and I made my success. It was at my very feet and had been there all the time."

The experience of the elder man is true to human nature. In every line of trade, for some reason or other, "far fields look greener".

In the retail cigar field hundreds if not thousands of dealers are looking beyond the industry for some line that will boost their sales and increase their profits. And one of the lines is under their very noses, so close that they can't see it.

Today in more than a dozen magazines of national circulation at least one pipe manufacturer is advertising his product. He is creating customers for pipes in every hamlet and city. But many retail dealers are asleep to this great opportunity.

This advertising has stimulated pipe sales generally. Of course the advertised brand gets the call, but if the dealer carries pipes, and the customer has really determined to buy a pipe, there is a chance for a sale.

The customers created by this advertising are going to buy a pipe somewhere, but there are many dealers who carry no pipes at all, and some who carry only the corncob.

Every alert dealer who sees pipes advertised in his trade paper, and who sees advertising on pipes in the big national magazines, is overlooking a splendid opportunity if he does not get in touch with his jobber and get a line of pipes.

Only the other day a dealer with an exceptionally fine location admitted that he had been carrying pipes only three or four months. The sales he had made astounded him, he said. "And," he remarked, "I am kicking myself now for all the lost profits that I might have made in the period that I did not sell pipes." He is going in stronger than ever for pipes, and by no means cheap pipes. He carries a large stock retailing for $3, $4 and $5.

Another dealer we know stocked pipes about a month ago. He put in a line to retail at 75c. The average pipe smoker knows that a 75c. pipe today is comparatively cheap. He thinks that he ought to have a good pipe and that good pipes cost more than 75c. This dealer has lost a number of sales because he did not carry a better grade.

There are thousands of dealers today who are doing two and three hundred per cent. more in ten-cent cigars than ever before. The smoker has come to believe (because he has been earning more money, for one reason) that a good cigar costs at least ten cents. The manufacturers have encouraged this belief with consumer advertising.

So with the pipe smoker national advertising is educating him, and today the pipe business is in excess of any previous period.

There is no side line in a cigar store that can be more easily sold than a pipe. This is not a supposition but a fact borne out by the experience of thousands of dealers who are selling them.

And the retail dealer who is looking for a profitable side line that is almost sold for him as soon as he stocks it, needs to look no further than the nearest pipe jobber.

The Taxes of Cigar and Cigarette Holders, Etc.

Washington, D. C.

THE Commissioner of Internal Revenue has just issued the regulations that are to govern the collectors of internal revenue in the handling of the excise taxes on sales by the manufacturers of various commodities under the provisions of the revenue law of 1918. Included in the list of these commodities are cigar and cigarette holders, pipes, humidors and smoking stands.

The tax is imposed on all of these articles sold by the manufacturer, producer or importer on or after February 25, 1919, even though manufactured, produced or imported before that date. The tax is on the sale of the taxable articles and is measured by the price for which sold. It is levied on the actual sales price of the goods and not on the list price, where that differs from the sale price. In other words, it is on the net price after all discounts and other like legitimate deductions are made. If the price of the article is increased to cover the tax, the tax is on such increased price. Where, however, the tax is billed as a separate item such amount need not be included in the price of the article in computing the tax. The tax is payabe in respect to a sale made, whether or not the purchase price is actually collected.

A discount for cash or other discount made subsequently to the sale can not be deducted in computing the price for the purpose of the tax. Where, however, articles are sold over a period of time under an agreement for a quantity rebate, the tax, if originally computed on the gross price, may be adjusted in the return for the month in which the price is finally determined. Commissions to agents, and other expenses of sale, are not deductible from the price. If articles are sold at the factory f. o. b. cars at the place of manufacture, and the delivery charges from such place to the point of delivery are paid by the purchaser as a specific item, or if they are sold delivered at a sum less delivery charges to be paid by the purchaser, such charges need not be included as a part of the price of the goods, but if the manufacturer sells goods at a delivered price and he himself pays the delivery charges, he is not entitled to make any deduction on account of the inclusion in the price of such charges.

If articles sold are returned and the sale entirely rescinded, no tax is payable, and if paid it may be credited against the tax included in a subsequent return. If a part only of the articles sold at one time is returned, and credit or rebate allowed, by the vendor therefor, the portion of the tax to be credited will be only the proportion of the total tax paid which the amount allowed as a credit or rebate bears to the total sales price of all the articles. If an article is sold under a guarantee as to its quality or service and is thereafter returned and a rebate made pursuant to the guarantee, the vendor may claim as a credit against the tax included in a subsequent return such portion of the tax originally paid thereon as is proportionate to the amount of the price refunded. If an article is sold and thereafter, before use, exchanged for another article of a higher price, the purchaser paying the difference, the vendor should pay the tax on the second sale, but may take credit against such tax such part of the tax paid on the returned article, which the amount allowed as a credit for the return of such article on the second sale bears to the amount of the purchase price in the case of the first sale.

Cigar and cigarette holders, pipes, humidors, and smoking stands.—For the purpose of the tax a humidor means either (a) a device for maintaining moist atmosphere in any receptacle used for holding tobacco products, or (b) a portable receptacle used for holding tobacco products and fitted with a device for maintaining moist atmosphere therein. A smoking stand means (a) a tobacco ash tray, having a pedestal and base, or (b) two or more tobacco ash trays supported in an upright position from a common base and designed to be placed on a table, desk, floor, or other surface.

C. L. L.

Match Trade In Certain Countries

Previous to the war matches were imported into Egypt principally from Sweden, Austria-Hungary, and Italy. In 1917, Italy, Sweden, and Japan were the chief sources of this item of trade. During the war a match factory was started at Alexandria, the only one existing in Egypt. Consul Arthur Garrels states that in 1918 Japan unloaded enough matches in Egypt to supply the trade for several years. Since the cessation of hostilities match prices have dropped 100 per cent.

The Morocco market is also reported (by Consul General Maxwell Blake) to have been overstocked with matches. At the close of 1918 wooden safety matches which were purchased on the London market at 9 to 11 francs per gross were being offered at 3 and 4 francs per gross and finding slow sale.

About 80 per cent. of the matches produced in Norway are exported, and the domestic product dominates the home market.

The prohibitive import duty in Uruguay is chiefly responsible for the fact that this country offers no market for foreign-made matches. Two large match factories are located in Montevideo, which put out a wax match that may be struck on any rough surface. For making these matches dyestuffs and chlorate of potash are imported from the United States and European countries; sesquisulphide of phosphorous from England; gums and wax from Brazil, Japan, and England; and cotton wick from France and Spain. Japan also supplies some chlorate of potash.

THE CRABBER

By Frank Farrington

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WHAT is a crabber anyway? The dictionary gives as the colloquial sense of the word crab: "To find fault with; to criticise adversely."

We generally think of a crabber as a man who finds fault with the other fellows on his own team. He doesn't stop with criticising the players of the opposing team. He jumps on his own teammates.

You know what happens when a base ball team begins crabbing, when the players begin to jump on one another for errors, when the shortstop yells at the left fielder, "Wake up, you big stiff; do you think I'm going to cover the whole outfield?"; when the first baseman "calls" the pitcher for not covering first on a right infield hit; when the pitcher "bawls out" the catcher for dropping a third strike.

If this kind of crabbing begins when the team is getting behind on the score and the other team is starting a batting rally, it helps to bring on a balloon ascension all around. First one player gets rattled and then another, until the whole team has gone up in the air.

In such a case one of two things usually happens: Either the opposing team hammers out a victory then and there, or somebody keeps his head and delays play until the men have a moment to come to a realization of what they are about, and begin to shout, "Come on, fellows, here is where we steady down. Let's go!"

In business it is not so different. Every selling organization has the same kind of men in it that are found on the base ball team. It has the ones who allow themselves to become irritated when someone else makes a mistake that affects the work of the organization. It has men who are always ready to "bawl out" a fellow employe, who are ready to lay on him the blame for errors of omission as well as for those of commission, their own and his, too. It has men who find fault with the equipment or with the goods when they fail, just as there are ball players who throw their gloves down and jump on them when they muff a fly or fumble a throw. It has, too, and we are thankful for them, the men who are ready to call, "Steady down, fellows", when there are seen tendencies to go "up in the air."

The crabber never gets along, except as he is passed along from one place to another by employers who are more than pleased to get rid of him. No good base ball manager will keep a crabber unless he is such a remarkable player that his miraculous plays more than offset his crabbing.

One crabber can spoil the morale of the best selling organization or other organization that was ever assembled if nobody puts the kibosh on his crabbing. It is the business of all the rest of the organization to jump on the crabber rough shod, not for his mistakes, but for his crabbing. He must have that stamped out of him or he will be the most expensive piece of property the organization possesses.

The born crabber never sees anything good in the work of the rest of the team. He isn't looking for good points. He is looking for faults and since everyone has plenty of those and is open to criticism from some angle, the crabber finds it fine picking wherever he goes.

Take the salesman crabber, the cigar store salesman who is right in personal contact with the rest of the force. Sometimes he calls his fellow salesmen down when he is working side by side with them, and sometimes he meets Brown and to him he intimates that Green is a joke and is queering the whole store, or when he meets Greene, he says that Brown is a nut and ought to be replaced by someone who would at least make a try at selling some goods. That is crabbing just as much as accusing the third baseman of throwing the game when he drops a pop-fly.

The crabber takes pleasure too in knocking the management when he happens to feel sore about something. He has been refused the raise he asked for. He wanted a change of hours, or a different schedule. He did not get it and he goes around feeling that he doesn't give a hang for the boss if he won't give him what he wants. He hasn't any more ability than a German to get the other man's point of view, and so he goes along nursing a grouch and crabbing.

Of course the result of criticising your own organization and its management is to make the customer feel that there is something wrong with it, and it is only a step from discovering that the salesman is not loyal to the management to developing the belief that the store is not entitled to complete loyalty, that it is not up to the mark. Of course no one thinking the store is below par is likely to think that the goods are above par.

You will find a distrust of them growing up in the minds of people who hear you say uncomplimentary things about the men at the head of the business or about the department heads.

Sometimes when a customer calls attention to a defect in something bought previously, the salesman says, "Gosh, I'd like to know what's got into the Boss anyway, buying cigars like those! I'm getting tired of the kicks I get about them. If he'd buy with more sense, I wouldn't have all this trouble!"

It is easy enough to see what a customer thinks in a case like that. If he thought his was an isolated instance, he immediately realizes that it was not, that those goods are going wrong everywhere. Quite naturally he turns to some other store, and no one to blame but the salesman who could not refrain from crabbing.

It is mighty expensive for a house when its salesmen try to put their own personal standing ahead of that of the organization, who try to get in right with customers by siding with them against the house. If the house is wrong, it is up to the salesman to try to explain and to justify the situation, but he should do it from the position of one of the house rather than unite with the customer in condemning the whole outfit.

You cannot be against the house and for it at the same time. The customer is quick to notice any disposition on the salesman's part to take sides against the house, and usually he begins to distrust the man who lines himself up with us against his employers. We know that he wouldn't do that if he were the right kind of a salesman. He shows a yellow streak when he acts the part of a crabber.

There can be no team work where crabbing is a part of the game. There will be no animated and spirited competition among the men in an organization when they are giving each other jabs under the belt, and that is what crabbing amounts to. A man will say things across the diamond to another player that he would not dare stand up and say to his face. So one salesman will say things or insinuate things about another salesman or about the sales manager that he would not think of saying to that individual's face. We are a great deal braver at long distance than we are face to face.

A certain amount of credit for nerve may be due the man who stands up in front of the boss and tells him what he thinks of him for real or for fancied errors, but nothing but discredit attaches to the chap who takes advantage of the boss's distance and of his being out of hearing, and says things that are insulting and untrue. If you have any criticism to make of the concern's methods, make those criticisms to headquarters. Don't tell your troubles to outsiders. That will get you nothing but a bad reputation and it will not help to correct the unsatisfactory conditions.

One reason why a military organization is so efficient is that crabbing is not allowed. What do they do to a crabber there? Well, the crabber doesn't find a listener, because the rank and file are loyal and when the exception starts to criticise, he finds unsympathetic ears. And then, the military authorities are prompt in stamping out crabbing. They do not hesitate to put a man in the guard house for things that are indicative of disloyalty. They do not temporize with crabbing. They have the authority and they use it. The civil organization has less authority and is afraid to use all it has.

The crabber ought to be condemned by his fellows and he ought to be discharged by the boss. With the coming of times when help is more plentiful and the employe cannot be as arbitrary as war conditions have made him, there will come less tolerance for the crabbing salesman or for crabbing of any kind.

Did you ever know of a hundred point man who was a crabber? Never! The crabbers are always on their way down and they find the going pretty good as a rule.

When you feel inclined to crab,
Get above it!
Try to curb your gift of gab.
Get above it!

See how much force you can bring
To bear in boosting everything.
Don't hit your house a back-hand fling;
Get above it!

Possibilities of Tobacco War in Washington

Washington, D. C.

POSSIBILITIES of a tobacco war are to be seen in the "line-up" of stores which is now taking place in this city. Both the L. K. Liggett Drug Company and the United Cigar Stores have recently increased their chains in Washington. D. A. Schulte & Company have one store established and may open another in the near future, and there is at least one local firm with aspirations to get into the game with both feet.

Recent developments have so arranged things that it will take but a spark to cause an explosion and a consequent tobacco war. If any such thing should occur, the corner of Fifteenth and G Streets would be the center of trouble, for it is here, where the city's heaviest traffic passes, that all the concerns will be represented.

For many years the tobacco business at this point was done exclusively by Thompson's Drug Store. About a year ago, Schulte opened a store across the street, while H. F. Cary took the store adjoining Thompson's and installed a large tobacco department. Shortly after, the United opened next to Cary's, on the corner, and later secured that store, breaking down the dividing wall. A short time ago announcement was made that the Liggetts had secured the store on the other side of Thompsons, and across the corner from Schulte, which was followed almost immediately by the purchase of Thompson's by the People's Drug Store, which operates a local chain with several branches.

Within a few weeks Washingtonians will be treated to a novel sight; the United, with a soda fountain and tobacco business will be located next to the People's Drug Store, also with a soda fountain and tobacco business, which, in turn, will be next to Liggett's, with their soda fountain and tobacco department, while across the street will be Schulte's. With three fountains and four cigar counters within a space of 200 feet, something is sometime sure to break.

C. L. L.

I. C. C. Prescribes Uniform Bills of Lading

Washington, D. C.

OF great interest to both large and small shippers in interstate commerce is the action taken by the Interstate Commerce Commission in prescribing uniform bills of lading for use in both domestic and export commerce to be hereafter used upon the lines of all carriers subject to the Act to Regulate Commerce. The Commission has just handed down its so-called bill of lading decision. This is declared by the shipping interests to be one of the most important decisions ever rendered by the Commission, for it deals with many questions of law and practice affecting the relations of shippers and carriers.

The Commission's report does not deal with the negotiability features of bills of lading. That was taken care of in the Pomerene Act. It does take up the fundamentals and history of the common law of the carrier's liability, and its contractual exemptions from and limitations of liability.

The Commission states "That the numerous complaints made to the Commission in the past alleging unfair and varying practices of carriers in the interpretation and application of the rules and regulations contained in their present bills of lading; the great importance of the bill of lading, not only in transportation usage, but as an assignable and negotiable instrument in commercial transactions and the uncertainties in which shippers, carriers and other interested parties frequently find themselves involved respecting questions arising in connection with bills of lading, have made it imperative that the Commission take appropriate action for the purpose of formulating and prescribing uniform bills of lading."

It claims authority to require carriers to comply with the provisions of the law respecting the issuance of bills of lading, to file with it the rules and regulations which they write into their bills of lading, to require that uniform rules and regulations be adopted by them, and to determine what are reasonable and non-discriminatory rules and regulations.

The Commission also holds, with respect to questions affecting export traffic, and with respect to those involving the issuance and use of bills of lading applicable to the transportation of shipments from a point in the United States to a point in a non-adjacent foreign country.

That the transportation of traffic from an inland point in the United States to a port of export, for export, is subject to all the provisions of the law, even though the transportation to the port is performed wholly within the confines of the State in which it originates, and whether the traffic be carried on local or through bills of lading.

That the Cummins Amendment does not apply to traffic to a non-adjacent foreign country.

That while the Commission's authority over bills of lading to non-adjacent foreign countries is more limited and attaches more indirectly than in case of bills covering domestic interstate traffic, or traffic to an adjacent foreign country, it nevertheless does have authority over the rules, regulations, and practices of inland carriers subject to the Act to Regulate Commerce, when, and if, they join in through bills of lading to non-adjacent foreign countries, and it requires such rules and regulations to be published and filed.

Leaf Tobacco on Hand April 1st

A preliminary report of the United States Bureau of the Census gives the quantity of leaf tobacco held by manufacturers and dealers in the United States on April 1, 1919, as 1,627,233,876 pounds, compared with 1,465,168,711 pounds on the corresponding date of 1918. The amount on hand April 1, 1919, includes 1,100,400,406 pounds for which the market weight (weight at time it was packed or baled) was reported, and 526,833,470 pounds for which the actual weight was reported. The corresponding amounts included for 1918 are 979,842,107 and 485,326,604 pounds, respectively. Allowance should be made for shrinkage on the amount for which marked weight was reported, in order to ascertain the actual weight. The total for 1918 includes 1,451,655,534 pounds of unstemmed and 175,578,342 pounds of stemmed tobacco.

These statistics represent (1) the quantity of leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; and (2) all imported leaf tobacco in the United States bonded warehouses and bonded manufacturing warehouses.

Ernest Ellinger & Co., importers of Havana tobacco, have removed from 135 Front Street, New York City, to 152 Front Street, near the corner of Maiden Lane.

Two new factories have been authorized in the Ninth Internal Revenue District, those of Sanders M. Eckman, of Lancaster, and the M. J. Smith Cigar Company, of Centennial.

LEAF MARKET JOTTINGS

IN Lancaster County buying has been fairly active and prices have been steady or slightly advanced. A recent sale of a good crop was at fifteen cents, a trifle over the average. Three-fourths of the crop has been sold and the probabilities are that the rest will be bought in a short time.

Some of the best crop has been held back and is going at from twelve to fourteen cents, while damaged stock only good for scrap has sold as low as six cents. The "Lancaster Examiner" in a recent report said: "Fear has taken possession of some of the growers over the appearance of a white moldy condition in their tobacco, and rather than have the tobacco entirely spoil on their hands they are allowing the packers to take it over, the latter being able to properly take care of the tobacco so that no deterioration results. The best grades of the tobacco remaining in the hands of the growers are being picked out by packers who are willing to give what is considered a fair price under the light of market conditions. Buyers are on the continual watch for the good tobacco and when they can obtain it at a reasonable figure are not slow in picking it up. This tobacco seems desirable in every respect. Poor tobacco there is in abundance, but by careful selection the packers are not making the mistake of paying anything but poor prices for this grade of tobacco.

"Although the packers are out hunting for tobaccos of the several grades they desire, growers are continuing to come into town and offering their tobacco to the various packers. The offers go as low as eight cents for wrappers and two cents for fillers."

In Wisconsin, April was so cold and backward that the sowing of seed beds was generally postponed to the first week in May. Experience has shown that sowing the seed early in a cold soil is often a disadvantage and that later-sown beds under favorable conditions of sun and atmosphere produce the best plants. Under such conditions the young plants are often ready to transplant in about six weeks, that is, some of them. The general sentiment is that a partial failure this season would be a benefit if it reduced excessive acreage and did not go too far.

Buyers are gradually reducing the quantity of unsold 1918 crop, mostly smaller operators, and a few better grades have sold at twenty and eight cents. After all the flurry and conflict of the season it seems that by the time the 1919 crop is harvested the State will be about cleared of the 1918 crop, and that the growers generally will have added a comfortable increase to their saving funds. Barring unexpected trade conditions, the next crop should move with much less friction. Export demand should continue good for some years to come.

In Hartford, Conn., S. A. Fassler, formerly of Fassler & Shepard, and A. M. Silberman, formerly connected with the American Sumatra Tobacco Company, have formed a partnership under the name of Fassler & Silberman, with offices at 148 State Street.

The firm is constructing a tobacco warehouse on Commerce Street 85x137 feet in dimensions, which will be thoroughly equipped with all modern improvements. The new warehouse will be ready about August 1st, and will have a capacity of about ten thousand cases.

Connecticut Valley growers are taking advantage of the offer by the Government of an opportunity to procure nitrate for fertilizer. The Government, following the armistice, released to the Agricultural Department 110,000 tons of nitrate produced for use in explosives, and the department had 40,000 tons on hand received from Chili, all of which is to be sold at cost.

The late April freeze played havoc with some of the early seed beds that were advanced, and other planters will have to re-sow. In most cases extra coverings prevented serious loss.

From various sections of Kentucky the report is that the late frosts, while they did some damage to grain and fruit, caused very little damage to the tobacco plants.

The official quotations of the Louisville Leaf Tobacco Exchange on the Burley crop for 1918 are: Dark Red: Trash $12 to $15; Common Lugs $16 and $19; Medium $20 and $24; Good $24 and $28; Short Leaf $17 and $20; Common $22 and $24; Medium $26 and $30; Good $32 and $35; Fine $38 and $40. Bright Red: Trash $15 and $17; Common Lugs $18 and $21; Medium $22 and $25; Good $25 and $28; Common Leaf $25 and $28; Medium $30 and $33; Good $35 and $38; Fine $40 and $45.

Old Burley quotations are from fifteen to twenty per cent. higher on an average.

The New Dark Crop: Common Lugs $11 and $12; Medium $12 and $13.50; Good $13.50 and $14; Common Leaf $14 and $16; Medium $16 and $18; Good $18 and $25.

At Lynchburg, Va., sales from August 15, 1918, to May 2, 1919, were 17,303,900 pounds. Sales from August 15, 1917, to May 3, 1918, 12,033,600 pounds, an increase for 1919 of 5,270,300 pounds.

Tobacco sales at Hopkinsville, Ky., will close finally for the season on June 1. Sales will be held on Tuesdays and Fridays. Offerings are almost entirely of low grades.

Profit-Sharing Plan That Holds Employes

By Ralph H. Butz

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THERE are quite a number of profit-sharing plans which have failed to do that which their originators claimed for them. One after another these plans have been tried out by various businesses throughout the country, and one after another they have been abandoned because they did not produce the results that were expected or desired. In some instances the employer attempted to give more than he could possibly afford to give and still continue his business, and in other instances the profit-sharing plan was merely a scheme to get employes to invest a part of their earnings in the business.

There is, however, at least one profit-sharing plan which seems to have withstood the test of time and which is proving satisfactory to both the employer and the employe. In fact, it is possible that this is the profit-sharing plan which will be adopted by employers in the future. This plan has been in operation for a number of years in some of the smaller establishments, and it has produced the desired results in every instance. One large corporation whose business is in excess of $100,000,000 a year has also adopted this plan and has found it very satisfactory after having been in operation for more than two years. The plan was first unfolded to the employes of the corporation in a circular letter, in which the following explanation was presented:

"In order that employes may share in the profits of this business, and to encourage the habit of saving, the company has decided to contribute annually a sum equal to 5 per cent. of its net earnings (without deduction of dividends to stockholders), as shown by the annual audit of its books, to an Employes' Savings and Profit-Sharing Fund.

"It is intended that this plan will furnish to those who remain in the employ of the company until they reach the age when they retire from active service, a sum sufficient to provide for them thereafter, and that even those who achieve a long service record, but who may not remain with the company all of their business life, will have accumulated a substantial sum. This savings and profit-sharing fund will enable an employe to secure an income for himself after the close of his active business career, or in case of his death, for his family."

Participation Is Voluntary

All the employes were told that participation in this fund was entirely voluntary. Each employe who has been in the company's service three years is entitled and is eligible to participate in the fund. The fact that participation is voluntary is no doubt one of the reasons for its popularity and immediate success.

Some employers have attempted to make participation in their profit-sharing plans compulsory on the part of the employe. This policy has resulted in dissatisfaction among some of the employes. But where participation in such a fund is voluntary, and the plan is liberal, the employe will soon recognize the benefit he will derive from participating to the fullest extent.

Plan of Operation

The operation of this profit-sharing plan is very simple. The employe who wants to participate is required to deposit in the fund 5 per cent. of his salary, and no employe is allowed to deposit more than 5 per cent. There is a further provision that no employe is allowed to deposit more than $150 per annum. This will prevent the higher salaried employes from obtaining too large a share.

The company will deposit to the fund each year a sum equal to 5 per cent. of the net income for the year. This contribution by the company is then credited pro rata to the participating members of the fund. Thus, if all the participating employes had paid into the fund $100,000 during the year, and the contribution made by the company amounted to $200,000, each depositor would have credited to his account an additional $2 for each dollar paid in. This can further be illustrated by assuming that an employe had deposited $150 during the year. After the company's contribution to the fund had been properly credited he would have a total credit to his account of $450, plus 5 per cent. interest, which is compounded semi-annually.

The part of the plan providing for withdrawals from the fund is fair to the employe, and yet it has an influence in causing him to remain with the company. Indeed, the average employe will not leave his position without giving due consideration to the loss it will mean to him.

After a depositor has completed ten years of service he is entitled to withdraw from the fund the entire amount to his credit. This includes, of course, the company's contributions and the interest on his account. If a depositor has not completed ten years of service, he is entitled to withdraw only the amounts he has deposited, plus interest at 5 per cent. per annum, compounded semi-annually. Thus if a depositor should withdraw before having served ten years, he would still receive more than if he had deposited this money in a savings bank.

There are, however, two exceptions to this rule. A woman depositor who leaves to become married, after five years' service, is entitled to her full share in the fund, including the company's contributions. And in case of the death of a depositor while in the service of the company, his estate will be entitled to receive the full share credited to his account, including the contributions by the company.

Another condition is that when a depositor ceases to be an employe of the company, he is required to withdraw from the fund the amount due him.

Popular With Employes

That this plan is very popular with the employes is vouched for by the fact that more than ninety per cent. of the eligible employes are participating. They

are glad for the opportunity. It not only teaches them to save, but it is a means of making ample provision for the future.

The plan is far better than the method of paying the employe a bonus once a year, which many employers are in the habit of doing. The employe who has not acquired the saving habit spends his bonus and has nothing left to show that he received a share of the company's profit. But where his share of the profit is placed on deposit, bearing interest, it will grow from year to year. In this manner he will learn to save, and without making any sacrifices he will have acquired a small fortune in the course of a number of years.

The moneys paid into this fund are largely invested in the preferred stock of the company, which is an excellent security and pays good dividends. In this manner the employes participate to the fullest extent in the profits of the company.

Get Full Value Out of Your Trade Paper

IN some great businesses of today they have an "idea man." He gets a large salary for originating new ideas for securing new business, getting more business out of old customers and handling new business more easily, quickly and economically.

The trade paper is the merchant's idea man, only it doesn't demand a large salary. One dollar a year would not be much to pay a man who would come into your store every month in the year and tell you all the latest and most important news of your trade, show you how to put in a new and attractive window trim, how to get up an effective advertisement, put new life and hope and enthusiasm into you and all your force, furnish you with a lot of new, useful, helpful ideas and give you a few tips on what to buy and how to sell it.

Some merchants get a great deal more out of their trade papers than others do; some men get a great deal more out of everything than others do. Some merchants read their trade papers in a careless, desultory sort of way, but the merchant who gets full value out of them reads them carefully, thoughtfully, systematically. Many merchants require that all their clerks shall read their trade papers and each clerk is required after reading the paper to sign his initials in a certain space in order to show that he has read it. The attention of clerks is especially called to articles of particular value and importance.

The majority of merchants either keep a complete file of their trade papers and have them bound at the close of the year or else keep a scrap book in which important articles are carefully pasted and indexed for ready reference. In this way they secure a library of priceless information. Without some system of keeping track of valuable articles it is impossible for the merchant to get full value out of his trade papers.

There is another way in which merchants might not only get more out of their trade papers for themselves but also make them more helpful to other merchants, and that is by writing to them oftener.

The editorial staff of a trade paper, no matter how complete it may be, or how well equipped those who compose it, cannot possibly think of all the helpful little ideas, the useful plans, the short cuts and economies and conveniences that occur to all its readers in the course of their daily business. If all the readers of a trade paper would take the trouble to send in to the paper the ideas which they have found helpful, how much they could help the other readers.

Many merchants don't do this, simply because they are not used to writing for publication and think they must turn out something remarkable from a literary point of view. Nothing could be further from the truth. The greatest writers strive to express their thoughts in the simplest way, using the shortest words and the fewest words.

Write to your trade paper. Send in the news you think would be interesting to other merchants and the ideas you know would help them. You will be surprised to see how much more your trade paper means to you.—"Smoke."

Convention of Retail Cigar Dealers

In the tobacco trade, there is no east or west, so that the Seventh Annual Convention of the Western Association of Retail Cigar Dealers is of as much interest to the dealer in Philadelphia as it is to the dealer in Chicago, or even in Tacoma.

The convention will be held in San Francisco on June 10 and 11, and a cordial invitation to attend is issued to everyone interested.

There will be a big Washington delegation to San Francisco, including W. L. Alfred, of Tacoma, former president of the association, and several others. Matters of great interest to the trade will be considered.

The officers of the association are: President, Daniel B. Dwyer, of San Francisco; Vice-President, J. F. Dizard, of Seattle; Treasurer, O. E. Doherty, of Seattle; Secretary, N. E. Nelson, of Seattle.

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The Lesson Jones Learned

By Bruce Richards

YOU see it was this way. Jones belonged to the firm of Jones & Duff, and after a couple of years of business, the concern found itself in need of funds.

Now, Jones had some money on the side which he was willing to invest, but did not think it wise to put it in in his own name. He felt that if they were short of money at any time he could not well press collection of interest and payment against himself as a partner in the firm. So Jones made a private agreement with his sister to the effect that he was to furnish her with the money and she was to loan the money to the business.

Now it so happened that the concern was a corporation, and Jones was its Secretary and Treasurer, while the owner of the rest of the stock who was virtually his partner, was President.

Having seen some disposition on the part of Duff to neglect his honorable obligations, Jones suggested that Mr. and Mrs. Duff should endorse the note which was to be taken in exchange for the loan of five thousand dollars. As Jones was to sign the note in his capacity of Secretary and Treasurer, Mr. and Mrs. Duff saw no objection to this.

The note was drawn up payable in two years, and Jones felt satisfied that he was secured not only on the stock of the corporation, but the private property of the Duff family, and Jones's sister, who was only a catspaw in the matter anyway, filed the note away in her brother's safe and forgot all about it.

When the note was given, it looked like an easy matter to take care of it in two years, but two years slip by mighty fast, and when that time had expired, it was evident that the firm of Jones & Duff would be greatly accommodated by the continuance of the loan.

Jones thought of going to his attorney and speaking about it, but on thinking it over, there seemed like no particular reason why he should do so. The note had been duly signed and endorsed and that was all there was to it. Jones's sister left the matter entirely to her brother.

Two, three, four more years rolled away, and the interest on the five thousand dollars was paid regularly each year. Then one day the relationship became strained and Jones decided to call in his money. He went to his sister and said:

"Susan, I want you to call that loan. It is long past due and I don't see very much use of leaving it there any longer; besides the business is in a rather bad way since the war struck us, and Duff is acting mighty sneaking and mean. If necessary, we'll put the screws to him and collect the full amount of the obligation. When he discovers that he is privately holden on the five thousand dollars, he may grin on the other side of his mouth."

Susan nodded agreement, satisfied that she had a lever she could pull for her brother's benefit. So she hied herself away to an attorney to find just what steps she should take to collect her money now several years overdue, but still good because the interest had been kept up.

Susan got the surprise of her life when her lawyer told her that the endorsements were of no value whatever. She gasped and was inclined to argue with the lawyer, but he got down a big, pondrous volume out of which he read to her, that the endorsers of a note are only holden until the note matures (unless protested), at which time they are released from obligation unless a new note and new endorsements are made.

"Why, why!" exclaimed Susan. "Is that the reason that when I gave a note at the bank for three months awhile ago and asked to have it renewed, that they made out a new one?"

"That's it exactly," caroled the attorney. "If it is desirable to hold several people on a note which is likely to run past its term of maturity, then the names of all those people should appear as makers of the note."

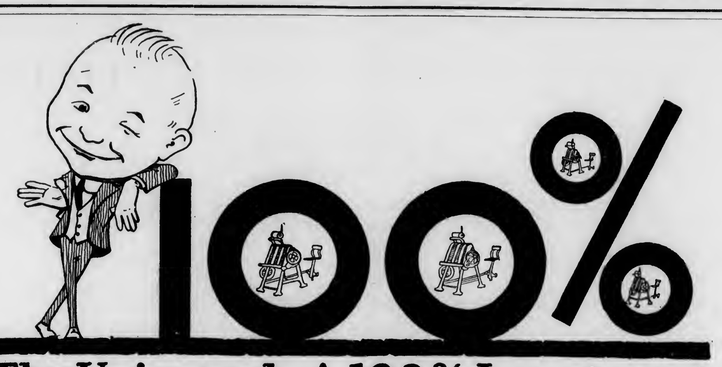
Susan went away pondering deeply upon what she had learned. She dreaded to break the news to her brother for it had been more or less of a comfort to Jones that his loan was secured on more than the business.

At first Jones was rather loath to believe the valuation of the endorsements, but when he found out that he was correctly advised, it changed his course of action materially. He no longer desired to push the payment of the note, because he knew it would do no more than embarrass the firm of which he was a part. Certain domineering elements which he had carried in his manner disappeared, and in place of going at the collection of his claim rough-shod, he used more tact, making arrangements for a steady reduction by the payment of a stated sum monthly.

In another two years, the indebtedness was taken care of, the firm was on its feet, and Jones and Duff had learned to pull in double harness together.

Most of us have gone to the circus and seen the two-headed calf,—an animal with two well-formed heads, properly equipped with eyes, horns, noses, and brains, all dependent upon one body. A business partnership is a good deal like a two-headed calf,—there is more than one mentality at work, but both are dependent upon the body or bulk of the business itself. Anything that works against one, works against the other, and it is only as harmony and full measure of co-operation exist, that prosperity can be expected.

It is always well in any business deal to be fully advised concerning one's rights and obligations. The advice of a good lawyer is oftentimes an investment rather than an expense, and there are many technicalities which will influence one's conduct materially if they are understood. One of the soundest planks in any business man's platform is, Know what you are doing and what you can do. *Don't guess!*



The Universal–A 100% Investment

MANUFACTURERS, large and small, who have an eye to the costs, are equipping their factories with the

Universal Tobacco Stripping and Booking Machine

The "Universal" is the *modern method* of stripping wrappers, binders, and large-size fillers. It requires *one* operator to strip as much with the "Universal" as *three* hand-strippers would turn out.

With the "Universal" there is *no waste* from torn leaves or curled tips, as in the old method. The tobacco comes out in smooth books that *increase production*—35 to 50 more cigars a day for each man.

Four thousand "Universals" in use today are speeding production and reaping dollars for their owners. 100% on their investment is a conservative estimate of what their machines are paying these manufacturers.

If you employ five or more cigarmakers, you can use the "Universal" with profit. Send today for a free demonstration in *your own* factory and with *your own* tobacco. See *for yourself* that what a thousand other manufacturers claim for the "Universal" *will be true for you!*

CATALOGUE AND PRICE-LIST ON REQUEST

Universal Tobacco Machine Co.

79 FIFTH AVENUE, N. Y.
FACTORY: 98-104 Murray Street, Newark. N. J.

TRADE NOTES AND NOTICES

The S. M. Ragland Cigar and Tobacco Company has been incorporated at Texarcana, Texas, with a capital stock of $60,000. The incorporators are S. M. Ragland, S. S. Ragland and J. W. Rhea.

The Lima Cigar and Tobacco Company has been incorporated at Lima, Ohio, with a capital stock of $50,000. The incorporators are C. H. Miller, H. P. Davis, J. Purtscher, C. S. Boyer and M. C. Purtscher.

The War Trade Board has announced that no licenses will hereafter be required for importations of leaf tobacco arriving in the United States, except from Germany, Luxemburg, Hungary and those parts of Russia under Bolsheviki control.

Val M. Antuono, the prominent Tampa cigar manufacturer, is developing a new fruit ranch of about four thousand trees of which about fifteen hundred are fig trees. Fig culture in Florida is something of an experiment, but prospects of success are good.

In New York City, S. Aufhauser, formerly of 45 Maiden Lane, has removed his offices to 191 Pearl Street; Storm-Fisher & Company have removed from 133 Front Street to 152 Front Street, and Kohlberg & Son, from 138 Front Street to 144 Water Street.

The annual meeting of the National Cigar Leaf Tobacco Association will be held at Lancaster, Pa., Monday, May 19, and Tuesday, May 20. There will be a smoker on Monday evening at the Stevens House and a banquet on Tuesday evening at the Brunswick.

The United Cigar Stores Company of America has filed with the Secretary of State of New Jersey a certificate increasing the capital stock from $30,000,000 to $65,000,000. Of the increase $5,000,000 is seven per cent. preferred cumulative stock and $30,000,000 is common stock.

Two bills relating to the tobacco industry have been introduced into the Pennsylvania Legislature, the Hess bill, which would permit children between the ages of fourteen and sixteen years to work in cigar factories, and the Alexander bill, which would prohibit the use of saltpetre and glycerine in the manufacture of tobacco.

Friend & Co., leaf tobacco dealers, formerly of 129 Maiden Lane, New York, have removed to 170 Water Street.

Rudolph Hach & Company, leaf tobacco dealers of Clarksville, Tenn., have increased their capital from $50,000 to $250,000.

Mel Tannenholz, of Tannenholz Bros., the famous Thirty-eighth Street tobacconists, has arrived from France on the "Kentucky".

The affairs of the Hart-Leavitt Co., Inc., have been adjusted with the creditors by a settlement of sixty cents on the dollar, payable in the corporation's notes endorsed by T. H. Hart.

Fred B. Griffin, of the Griffin Tobacco Co., and Frederic Lederer, of the same company, arrived in New York last week from Europe. They have been sizing up conditions for the future of the export leaf business.

Herzog & Sarluy, 138 Front Street, New York announce considerable purchases of the 1918 Sumatra crop, early shipments of which will shortly arrive in New York. The quality of the crop is said to be exceptionally good.

S. Leventhal & Sons, state that this year's packing at their South Deerfield plant is one of the cleanest and soundest that they have ever put up. The firm is making arrangements for largely increased warehouse facilities in the Connecticut and Massachusetts districts.

The annual meeting of the Tobacco Association of the United States will be held at Old Point, Va., on June 26, 27 and 28 at Hotel Chamberlain. Several matters of considerable importance to the tobacco trade will be brought up and discussed by prominent people at this meeting.

Patterson Brothers' Tobacco Company, Inc., of Richmond, Va., are making a big drive and a very successful one on "Life Cigarettes". They are made from the highest grade of leaf, selected and blended by experts of long experience, and the manufacturers believe that they have attained perfection in the product. For a new firm to make such a claim might have little weight, but Patterson Brothers have more than fifty years of solid reputation as manufacturers on which to base their opinion. The cigarettes have a dash of chocolate flavor that blends with fine aroma of the Burley Leaf.

TOO LATE TO CLASSIFY

SUPERINTENDENT WANTED—Cigar Factory in Philadelphia wants superintendent. Must be experienced and thoroughly competent. All communications will be regarded strictly confidential. Address Box 304, care of Tobacco World.

SHADEGROWN

Connecticut, Florida and Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

YOURS for SERVICE
"Damptite"

It's not a "War Baby"! It's for all time!

Some of the 57 reasons why you should use DAMPTITE

To hold and build up trade you need the *BEST*—That's the DAMPTITE!

Best humidor on the market—preserves the delightful aroma that is the very life, reputation and sale of your cigar.

DAMPTITE will "make" your brand. It won't turn a poor leaf into a Havana cigar, but we've got the can that will save all the quality you put into it.

It's moisture proof—four layer fibre package with DAMPTITE composition fused between layers.

Durable—reenforced with tin rim, bottom and cover.

Light—a freight saver; 35% lighter than tin.

No sharp edges—agreeable to handle.

It's a trade winner—without doubt it "clinches" friend customer.

In other words

You Can't Afford To Be Without The "DAMPTITE"

USE IS PROOF—TAKE A TRIAL ORDER
PRICES AND SAMPLES FURNISHED ON APPLICATION

WIEDMANN-ST. LOUIS CIGAR BOX COMPANY

1117-23 NORTH BROADWAY, ∴ ∴ ∴ ∴ ST. LOUIS, MO.

AMERICAN BOX SUPPLY CO., 383 Monroe Ave., DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

A New Cigarette Market

ACCORDING to Minister Preston McGoodwin, of Caracas, American-made cigarettes have become popular in Caracas and elsewhere in Venezuela. This demand, which is not noticeable to the most casual observer, was brought about regardless of the fact that there has been no advertising or other formal campaign, and also despite the exceedingly high price charged for these products. There has not been a dollar expended for advertising, either by local dealers or through advertising agencies in the United States As to the prices, which are fixed arbitrarily, as on all other articles, whether imported or of native manufacture, a package which retails in the United States for 15 cents sells here for 45 cents; those that are standard at 25 cents retail in Caracas for from 60 to 75 cents.

Nearly every man, woman and child in Venezuela over 9 years of age smokes cigarettes, yet Americans have never cultivated this trade, and American cigarettes were not introduced until two years ago; then, as still, they were stocked by retailers and in small and insufficient quantities. Egyptian and other British-made cigarettes were not introduced until July, 1918, and during the latter part of that year English companies began making an effort to cater to the trade. In the opinion of three Caracas dealers with whom the subject has been discussed, a slight effort upon the part of American manufacturers through the American import and export and commission firms recently organized here—as, for example, W. R. Grace & Co., G. Amsinck & Co., Gaston Williams & Wigmore, and the American Trading Co.—especially if accompanied by an advertising campaign, would result favorably. These informants pointed out that the demand has already been created here for the blended cigarettes which contain a portion of Egyptian tobacco and are of moderate price. The cheaper grades of American cigarettes, made almost if not entirely of Virginia, Carolina, or Kentucky tobaccos, are said to be too strong.

It is very necessary that American cigarettes should be packed in tins. Dealers unanimously and vigorously assert that they are compelled to keep small stocks and charge what they frankly admit are exorbitant prices because American cigarettes are packed only in fragile pasteboard boxes—even containers for 50 and 100 are pasteboard—and they mildew within a month after arrival. To my personal knowledge repeated efforts have been made by merchants in the Tropics to induce American cigarette manufacturers to follow the example of English, Spanish and Dutch makers. In this connection I bought on the same day two containers of American and English cigarettes, of 50 each, both popular brands. The American cigarettes were in a very handsome and expensive cushioned paper box, lined with silver paper. The dealer informed me these cigarettes were received three weeks before, and due to the exposure to the sea and the humidity of the Tropics they were already moldy and slightly discolored. On the other hand, the English cigarettes were in a tin box and I found that of eleven brands of English cigarettes now on sale in Caracas all are in tin containers, securely sealed, and with small patent openers attached. In this manner they will, of course, keep fresh indefinitely.

MEN like to be sold the Prince Albert pound crystal glass humidor with sponge-moistener top. It's a clever package, in the first place, and then, it always keeps a supply of P. A. on hand and in tip-top-trim!

Smokers quickly come across on your suggestion to buy this humidor. And, do you realize what its sale means in increasing your profits?

Display this package; talk it and you will be surprised to see your sales grow! That's the experience of dealers all over America.

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.

Four Reliable Jobbers

can secure exclusive distribution of an excellent *Shadegrown* brand retailing at 10c and up.

This brand is comparable with the finest cigars of the Shadegrown type. The label is attractive and the quality is convincing.

The manufacturers are long established, and well and favorably known.

This brand is not a Shelf-Lounger, and the opportunity is open only to such jobbers as are in a position to feature a good Shadegrown cigar.

Address, SHADEGROWN,
c/o Tobacco World.

FROM THE

Beginning

TO THE

Very End

The Manila Cigar Industry is Safeguarded by Government Supervision and Guarantees

Send for list of Manila Manufacturers

MANILA AD AGENCY

Charles A. Bond, Mgr.

546 West 124th Street, New York City

Telephone, Morningside 6960

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

FOR SALE—TO CLOSE AN ESTATE. Cigar factory and retail store, with pocket pool, billiard table, etc. A good going business. Good location in the city of Grand Rapids, Michigan. Cigar factory employs from eight to fourteen men. Ready market for goods. For information write to Grand Rapids Trust Company, Grand Rapids, Michigan.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

SALESMAN WANTED

SALESMAN WANTED TO CARRY LEAF TOBACCO SIDE LINE—Good live salesman, calling on good manufacturers in Pennsylvania, wanted to carry line of Florida and Georgia wrappers as a side line, on attractive commission basis. Address Box 301, care of "Tobacco World."

BUSINESS OPPORTUNITY

I have a new sanitary smoking pipe, which is likely to become a fad. Want to have same manufactured on a royalty basis. I am using practical model, which I will exhibit at interview. Charles Meissner, 4841 Melrose Street, Frankford, Phila., Pa.

FACTORY WANTED

FACTORY WANTED—SMALL SUCTION PLANT WANTED in Pennsylvania, First District preferred. Give full particulars. Address Box 300, care of "Tobacco World."

A MARKET FOR MATCHES IN PANAMA

CONSULAR reports from Panama indicate that they need matches and more than that, they need good ones. They imported $32,000 worth of matches from Germany in 1915, and $27,000 worth from Denmark in 1917. In both cases they were Swedish matches. There has recently been some keen competition from Japan.

The demand is almost entirely for "strike on the box" matches, which should always be packed in hermetically sealed tins and fitted to stand a very damp climate.

The consul says that the matches now received from Sweden and Japan are inferior. It is quite common to find from ten to fifteen sticks without heads, and the striking surface is of such poor quality that it becomes useless before the box is used up.

It is said that American manufacturers cannot meet the competition from Sweden and Japan, but that is a question that would seem worthy of consideration. We believe that people will pay more for a good match than a bad one, and be glad to do it.

The Martin Cigar Company, of Decatur, Ill., which already had thirteen cigar stores in the city, evidently not an unlucky number for them, has opened number fourteen in the Orlando Hotel. Decatur is a mighty lively little city with some forty or fifty thousand people in it and a rich and prospering country around it.

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919

REGISTERED IN U.S. PATENT OFFICE

Two Brands that will Increase Your Business

John Ruskin
IS IT TOO BIG?

Flor de MELBA
The Cigar Supreme.

7c.—3 for 20c. 3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE

Both Brands Are Big Sellers

We Recommend That You Carry a Supply of Them

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

GENUINE "BULL" DURHAM TOBACCO

Make Cigarettes Machines Can't Imitate

"ROLL YOUR OWN"

NO group of words, few or many, have so insistent, so patriotic, so natural an appeal to smokers these days as—"Roll Your Own."

Full of snap and capable independence, these three words voice *"America's ultimatum"* to cigarette smokers everywhere.

They are an economic *command*. "Rolling your own"—saves labor. It suggests the American's personal ability to do things for himself.

It means—you can roll for yourself, with your own hands, the *mildest*, the *most fragrant*, and the *most economical* cigarette in the world.

Guaranteed by
The American Tobacco Co.
INCORPORATED

Guard Against Fire Loss

Washington, D. C.

MERCHANTS throughout the country who own the property in which their stores are located should take steps to protect themselves from serious loss in case of fire, by keeping their insurance at an amount as nearly as possible commensurate with the cost of replacement. Most of the fire insurance policies now effective throughout the country, it is declared by experienced insurance men, are for the amounts for which the properties were originally underwritten or policies taken out prior to the war, although the cost of building is today more than fifty per cent greater

Recent large fires have demonstrated the wisdom of keeping insurance policies up to date. In several instances property destroyed was originally insured for from seventy-five to eighty per cent. of its value; when the face of the policy was paid, however, it was found that it would cover less than fifty per cent. of the cost of replacing the property destroyed.

Building construction has increased from fifty to eighty per cent. in cost, yet in most cases owners have not increased their insurance. Insurance men, in communications to clients as to renewals upon insurance, have sent brief notices hinting at the advisability of a revaluation of buildings and replacement cost of other property, especially machinery, for the benefit of the insured, and fire insurance companies, it is declared, fully recognize the increased value of buildings, owing to the costs of material, labor and other items entering into construction, and will accept additional insurance.

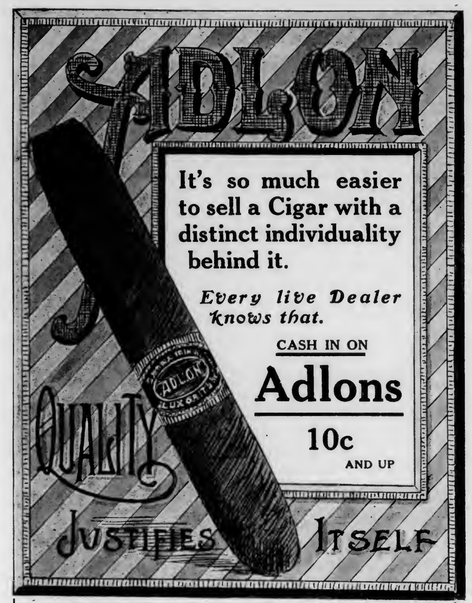
Before increasing insurance, however, property owners should consult builders or friends who understand values and the appreciation in buildings, in order not to overinsure. As a general rule, however, any building not depreciating too greatly from age is worth not less than fifty per cent. more today than three years ago.

Reports from material manufacturers indicate that the cost of lumber and other basic construction materials will advance in the near future, while union labor is also demanding higher wage scales. The outlook, accordingly, is that the present high property values will continue for at least a year or more, and property owners should take steps to protect themselves from the serious loss which would result from the destruction of property insured under pre-war values.

C. L. L.

"I hear that your husband has had his life insured for $10,000," said Mrs. Naybor. "It must be quite a comfort to know that you will be taken care of in case anything should happen."

"Yes, it is," agreed Mrs. Gabb. "And it relieves you of the worry of having to tell your husband to be careful every time he goes anywhere."—*Cincinnati Enquirer.*



44 Cigar Co. Inc. Philadelphia

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Meeting 4th Tuesday of each month at Hotel McAlpin

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Leaf Imports Grow

Washington, D. C.

TREMENDOUS increases in the imports of leaf tobacco from Greece and Canada were the outstanding feature of our March business, according to the Department of Commerce, which has just completed a compilation of our foreign business during that month as compared with March, 1918.

Leaf imported from Greece during the month totaled 4,048,516 pounds, as compared with 9961 pounds during March of last year, while Canada furnished 124,690 pounds, as compared with 37,380. Total imports of leaf during the month amounted to 7,544,392 pounds with a value of $6,698,406, against 3,763,508 pounds with a value of $2,156,085, in March, 1918.

The department has also prepared a report covering the imports of leaf tobacco during the first three quarters of the fiscal years 1917, 1918 and 1919, from which it appears that our imports are growing steadily. Total imports for the first nine months of the current year were 62,265,036 pounds, valued at $44,820,718, of which 7,162,184 pounds, valued at $10,682,768, were suitable for wrappers; imports during the corresponding period of 1918 totaled 52,276,684 pounds, valued at $30,770,949, of which 3,817,457 pounds valued at $4,860,094, were suitable for wrapper; and the total for the nine-month period of 1917 was 31,677,393 pounds, valued at $16,980,626; 2,437,500 pounds, valued at $3,069,841, being suitable for wrappers.

The following tables, showing the quantities of leaf imported during the nine-month periods of the last two years, were secured by the Washington Bureau of THE TOBACCO WORLD from the Department of Commerce:

	1918.	1919.
Wrapped Leaf.	*Pounds.*	
Netherlands,	353,172	486
Canada,	48,424	260,174
Cuba,	145,683	32,429
Dutch East Indies,	3,267,610	6,780,101
Other Countries,	2,568	88,994
Other Leaf.		
Greece,	12,905,369	13,805,482
United Kingdom,	44,982	1,025
Mexico,	240,709	388
Cuba,	13,587,088	14,057,726
Dominican Republic,	12,626,888	15,666,588
Other Countries,	9,054,191	7,311,959

C. L. L.

If a druggist or candy man is going to sell tobacco and cigars and cigarettes he had better put in a good stock than to try to run on a few brands. The customer who does not get what he asks for is a disappointed one.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Record Leaf Exports

Washington, D. C.

EXPORTS of unmanufactured leaf this year bid fair to break all previous high records, according to statistics which are now being compiled by the Department of Commerce. Preliminary figures have been secured by the Washington Bureau of THE TOBACCO WORLD, covering the first three quarters of the current fiscal year, which show an increase of more than 100 per cent. as compared with the corresponding period of the fiscal year 1918. Because of the higher prices which now prevail, the value of the 1919 exports is more than three times as great as those of last year.

Shipments during the first nine months of the current fiscal year total 408,820,996 pounds, valued at $125,212,259, as compared with 195,385,977 pounds, valued at $39,588,947, during the corresponding period of 1918, and 350,702,394 pounds, valued at $49,958,371, in 1917. A great part of this increase is in exports to the United Kingdom, although, as shown in the following detailed table, many other countries are also taking increased quantities of American leaf:

	1918.	1919.
Exported to:	*Pounds.*	
Belgium,	75,523	66,907
Denmark,		3,182,357
France,	60,019,316	58,525,058
Italy,	33,229,145	46,844,465
Netherlands,	1,359,367	196,318
Norway,	881,436	5,322,861
Portugal,	3,946,212	1,891,554
Spain,	17,530,024	19,693,891
Sweden,		1,833,268
Switzerland,	3,848,999	3,516,354
United Kingdom,	37,052,771	193,961,616
Canada,	9,037,167	18,147,174
Mexico,	1,473,633	1,022,578
Argentina,	2,080,742	3,662,815
China,	5,470,477	12,486,473
Hongkong,	1,362,854	2,209,056
Japan,	969,846	3,210,759
Australia,	3,828,102	14,083,661
British West Africa,	7,071,599	7,431,652
French Africa,	1,999,392	5,141,801
Other Countries,	4,513,372	6,390,378

C. L. L.

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
ROSS-GOULD Mailing Lists St. Louis

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla. New York Office; 203 W. Broadway

MACHINERY and SUPPLIES
for Cigarette Factories
New York Cigarette Machine Co., Inc.,
25 ELM STREET NEW YORK, N. Y.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
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The Standards of America
Lorillard's Snuff, : Est. 1760
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TAMPA DAY:—41,083. For all tobacco products. April 14, 1919. Max C. Cook, Tampa, Fla.

BEACON VICTOR GIRL:—41,084. For all tobacco products. April 21, 1919. Geo. H. Schmiedes, Ft. Wayne, Ind.

NIMBUS:—41,085. For all tobacco products. March 14, 1919. The Robert Mugge Co., Tampa, Fla.

D. S. M.:—41,086. For all tobacco products. March 5, 1919. Davis, Sherk & Mason Cigar Co., Reading, Pa.

CIVIC CLUB:—41,087. For all tobacco products. March 14, 1919. C. B. Henschel Mfg. Co., Milwaukee, Wis.

HARRY'S ROYAL MANSION:—41,088. For all tobacco products. March 14, 1919. The Harry H. Snovel Co., Van Wert, Ohio.

PUBLIC OPINION:—41,089. For all tobacco products. February 20, 1919. X-Senator Cigar Co., Tallahassee, Fla.

CONNECTICUT GENERAL:—41,090. For cigars, cigarettes and tobacco. April 12, 1919. H. S. Weeks, Hartford, Conn.

SUNKIST CUBANS:—41,091. For all tobacco products. April 19, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

SUNKIST HAVANAS:—41,092. For all tobacco products. April 19, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

PRUDENCE CLUB:—41,093. For cigars, cigarettes, cheroots and tobacco. April 14, 1919. Prudence Cigar Co., Chicago, Ill.

YD:—41,094. For cigarettes only. April 18, 1919. Berberian Tobacco Co., Boston, Mass.

BENEVOLENT:—41,095. For cigars, cigarettes and tobacco. April 14, 1919. Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo.

BARNEMO:—41,096. For cigars. April 17, 1919. Herschman & Brust, Chicago, Ill.

TREVANA:—41,097. For all tobacco products. April 16, 1919. M. Trelles & Co., New Orleans, La.

HASTA LA VISTA:—41,098. For all tobacco products. April 21, 1919. Gus Schwitzer, Newark, N. J.

CENTRAL OF GEORGIA:—41,099. For cigars. April 24, 1919. H. D. Young, Chicago, Ill.

SENATOR DIXON:—41,100. For cigars and tobaccos. April 25, 1919. J. C. Dixon, St. Louis, Mo.

6-50-4:—41,101. For cigars, cigarettes and tobacco. April 26, 1919. H. L. Zuckerman, New York City.

QUARTERMASTER:—41,102. For all tobacco products. March 18, 1919. George Beach, Pittsfield, Mass.

PERCOLATOR:—41,103. For cigars, cigarettes, cheroots, tobacco and pipes. April 21, 1919. H. Beselin & Son, Omaha, Nebr.

DELCO LIGHT:—41,104. For all tobacco products. April 11, 1919. Petre, Schmidt & Bergmann, Philadelphia, Pa.

AMAROC:—41,105. For all tobacco products. April 25, 1919. Petre, Schmidt & Bergmann, Philadelphia, Pa.

V'S PERFECTO:—41,107. For cigars. April 9, 1919. Scranton Tobacco Co., Scranton, Pa.

VI'S PERFECTO:—41,108. For cigars. April 9, 1919. Scranton Tobacco Co., Scranton, Pa.

VEE'S PERFECTO:—41,109. For cigars. April 9, 1919. Scranton Tobacco Co., Scranton, Pa.

TRANSFER

VALMONT:—20,897 (U. S. Tobacco Journal). For cigars. Registered February 5, 1899, by J. A. Rigby, Mansfield, Ohio. By various transfers was acquired by the Cole Litho. Co., Chicago, Ill. Re-transferred to the Fritz Bros. Co., Cincinnati, Ohio, April 26, 1919.

OVERLAND RATES ON LEAF REDUCED

Washington, D. C.

Freight rates on tobacco leaf from Pacific Coast ports to Eastern territory originating in the Orient have been reduced to $1.87½ per hundred weight in carload lots. Announcement to this effect was made recently by Walker D. Hines, United States Railroad Administrator.

This action on the part of the Railroad Administration will have the effect of putting Pacific Coast ports on a parity with Eastern coast import centers. It has been found cheaper to bring merchandise from the Orient to Atlantic Coast distributing centers by way of Liverpool, than to San Francisco or other western ports and then overland to, say, New York, Boston or Philadelphia. The advantages offered to importers of leaf from the Philippines are plainly to be seen.

C. L. L.

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET **NEW YORK**

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BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square **New York City**

The Tobacco World
Established 1881

Volume 39 May 15, 1919 No. 10

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

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A most attractive package for 5 cigars
Manufactured exclusively by
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Cigar Labels, Bands and Trimmings of Highest Quality
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CIGAR LABELS - CIGAR BANDS

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BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

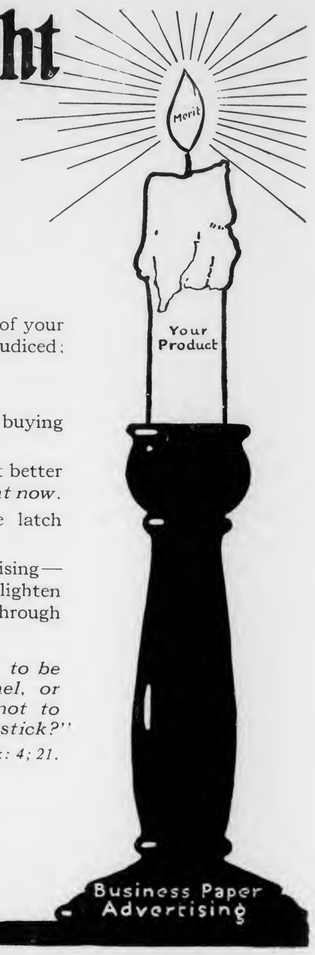
We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

IRREGULAR PAGINATION

Don't hide your light under a bushel!

Set it on a Candlestick



DON'T handicap the natural growth which the merits of your product would make *certain*, just because you are prejudiced; and think the buyers will *come to you*.

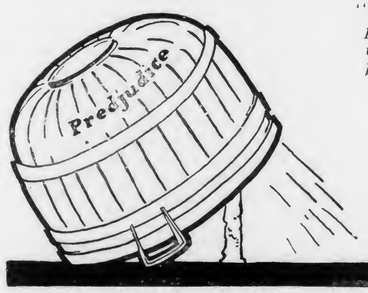
They won't!

If your product *has* exceptional merit, *enlighten* the buying public through the *modern business force* of publicity.

If there *ever was* a time when people need to *know* about better goods and newer, quicker ways to do things, that time is *right now*.

The buyers *won't* flock to your door, even though the latch string hangs out, *unless* you invite them.

Set your light on the candlestick of Business Paper Advertising—don't hide it under a bushel. Use big space regularly to enlighten the buyers in your field. Ours is one of the *best* mediums through which to *reach these buyers*.



"Is a candle brought to be put under a bushel, or under a bed? and not to be set on a candlestick?"
—St. Mark: 4; 21.

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The Tobacco World

236 CHESTNUT STREET

PHILADELPHIA

VOLUME 39 NO. 11

The TOBACCO WORLD

JUNE 1, 1919

S. Loewenthal & Sons

123 Maiden Lane

NEW YORK

IMPORTERS, EXPORTERS

and Packers of

LEAF TOBACCO

CONNECTICUT, FLORIDA and STRIPPED FILLERS ESPECIALLY

Samples Gladly Sent Upon Request

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The most uncertain game is life itself. In a tight place, a fren'ly pipe helps a man to play it right.

Velvet Joe.

Patience is a big aid in winning any game, even where the stake is the good will of the American Smoker. By *patience*, Velvet Tobacco acquires its wonderful mildness and friendly mellowness.

We put the choicest Kentucky Burley tobacco into wooden hogsheads and let it stay there for two full years—the natural way of curing, the patient way, the expensive way—but the right way. When it is ready for your pipe, Velvet has a friendly mellowness you will really enjoy.

Friendly VELVET will help you to play the game of life just right—today and everyday. Try it.

Liggett & Myers Tobacco Co.

15c

For Gentlemen of Good Taste

San Felice

7c Cigars

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DEPT. A

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Established 1869

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Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

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LEAF TOBACCO

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WE SELL MANILA SCRAPS; also BINDERS and FILLERS
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QUINCY, - - - FLORIDA
Florida and Georgia Shade Grown Wrappers
We also sell the new "Combination" Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

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stamped on a pipe is your guarantee that you are getting the Original and Genuine
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Kaufmann Bros. & Bondy
The Oldest Pipe House in America
33 East 17th Street, New York, N. Y.

Volume 39

THE TOBACCO WORLD

Number 11

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, June 1, 1919 Foreign $3.50

National Cigar Leaf Tobacco Association Holds Twenty-First Annual Convention in Lancaster

THE National Cigar Leaf Tobacco Association has an annual habit of holding a convention and thereupon acquiring much publicity in the tobacco trade papers for the several issues following.

This space is not given as a sort of sop to certain advertising support but because the minutes of the convention usually contain much of first importance, together with promise of much to come, of vital interest to the entire industry.

It can never be charged to the National Cigar Leaf Tobacco Association that their conventions fail to get a quorum except at the session of the annual banquet.

On the contrary the sessions are well attended, important business is transacted, and the leaf trade is usually the great gainer as a result of the gathering. The annual banquet tags along as a sort of sideshow for the tired business man.

If it were not true that the National Cigar Leaf Tobacco Association is an organization with a record for accomplishment it would not have held its Twenty-first Annual Convention in Lancaster, Pa., last week, because the organization would not have held together that long.

We know, "It's always fair weather when good fellows get together," but associations with a motto of that character do not get together for very long or very often.

Probably no other convention of the association will show a record of attendance or accomplishment such as the one just held.

The Convention was called to order on Monday morning by President Joseph F. Cullman, Jr., who introduced the Mayor of Lancaster, Harry L. Trout.

Mayor Trout welcomed the body in approved fashion, and, while declining to turn over the keys to the city, assured those present that the town was theirs. President Cullman responded by remarking that the town looked so good that the Association might accept the offer and take the town away with them.

Following this President Cullman plunged into his accounting for his term of office. The address in part will be found on another page.

Following the report of Chairman Charles Fox, of the Legislative Committee, the motion was made to change the order of business so as to bring the election of officers up at a later session.

A committee on resolutions was appointed, consisting of Charles Fox, chairman; M. H. Ranck, W. I. Fuller, William McIntosh, and M. E. Stern. They were instructed to report at the afternoon session.

The attention of the Association was directed to the bonding situation, and Mr. Fox read a set of resolutions on the subject which was turned over to the Resolutions Committee.

C. H. Martin, of the local Internal Revenue Bureau, was then introduced. He discussed the bonding question.

W. L. Crounse, Washington representative of the Association, M. H. Ranck, I. H. Weaver, Fred Griffin and others, also brought up points in connection with the subject of bonding, and bearing particularly upon the question of the farmer reporting.

At the session on Monday afternoon Treasurer George Berger showed a balance of $1,478, due to the fact that during the morning he had collected more than $3,000.

President Cullman pointed out the necessity of raising the membership dues from $10 a year to $25 a year. The Resolutions Committee was asked to prepare a resolution on the subject. The resolution read:

> "*Resolved*, that the by-laws be amended fixing the membership dues at $25.00 instead of $10.00 as at present."
>
> It was adopted.

The chairman of the Resolutions Committee then presented the following resolution asking for a provision for free zones in the ports of the United States:

> "*Whereas*, bills have been introduced in Congress and will be reintroduced early in the session which convened on the 19th inst. providing for the establishment, operation and maintenance of free zones in the ports of the United States, and
>
> "*Whereas*, the establishment of such free zones would be of great advantage to the cigar leaf trade; therefore be it
>
> "*Resolved*, that the National Cigar Leaf Tobacco Association reaffirms the advocacy of this legislation and urges upon Congress the desirability of its enactment at the earliest practicable date."
>
> After some discussion it was adopted.

The next resolution, calling for the repeal of the Cantrill Act, read as follows:

"*Whereas,* the regulations for the supervision of dealers in leaf tobacco framed pursuant to the provisions of the war revenue act of February 24, 1919, will result in the collection by the Commissioner of Internal Revenue of exceedingly accurate returns of the leaf tobacco in the hands of dealers and manufacturers which could be made available as the basis for correct quarterly reports such as are now issued by the Census Bureau:

"*And Whereas,* the reports heretofore issued by the Census Bureau pursuant to the terms of the so-called Cantrill Act have been more or less inaccurate owing to exemptions, omissions and duplications due to the terms of the law and regulations thereunder, therefore be it

"*Resolved,* that it is the sense of the National Cigar Leaf Tobacco Association that the preparation of the quarterly reports of tobacco on hand can be more efficiently and accurately prepared by the Internal Revenue Bureau, that the labor of supplying the information now called for by the Census Bureau is a duplication of effort and an unnecessary burden upon the leaf trade, and that the so-called Cantrill Act should be promptly repealed and the quarterly statistics hereafter compiled and promulgated by the Internal Revenue Bureau."

This resolution was adopted.

The next resolution involved the attitude of the Association toward the movement of the reform element to do away with tobacco.

The wording of the resolution was not acceptable to Mr. Bijur, and a debate followed. In the end a compromise resolution was submitted which read as follows:

"*Whereas,* it is evident that agitators are constantly at work against tobacco and

"*Whereas,* silence lends consent to such agitations, therefore be it

"*Resolved,* that a committee of five be appointed by the President; said committee to have full powers to take any action at any time as in their judgment may be advisable to counteract the effort of any anti-tobacco propaganda."

The standardization of cigar leaf tobacco was the subject of the next resolution.

"*Whereas,* the standardization of cigar leaf tobacco on the basis of an official classification would be of great benefit to the entire cigar leaf trade; and

"*Whereas,* pursuant to the provisions of the United States Warehouse Act of August 11, 1916, the Bureau of Markets in the Department of Agriculture has undertaken the preliminary work of providing an official classification for cigar leaf tobacco and has assigned T. L. Hughes to prosecute this work, therefore be it

"*Resolved,* that the National Cigar Leaf Tobacco Association heartily endorses the work of the Bureau of Markets in this connection and pledges its earnest support in carrying out the plans now on foot; and be it further

"*Resolved,* that the President of the National Cigar Leaf Tobacco Association is hereby authorized and directed to appoint a committee of the members of this association to co-operate with the Bureau of Markets of the Department of Agriculture, such committee to consist of at least one representative of each of the leading cigar leaf growing and packing districts in the United States, such committee being hereby empowered to confer with the officials of the Government from time to time and to agree upon an official classification of all the important types of American cigar leaf tobacco."

The next resolution called for vigorous representations to the Dutch Government in order that restrictions against the embargo against American cigar leaf might be lifed:

"*Whereas,* many American exporters of leaf tobacco, relying upon assurances issued by the War Trade Board that tobacco would be freely licensed for exportation to Holland and that import permits from the Netherlands Oversea Trust would be available, have sold large quantities of leaf tobacco in that country, and

"*Whereas,* as one of the conditions of the opening of Dutch ports to American trade has been the shipping to Holland of large quantities of much needed American products, and

"*Whereas,* up to the present time the Netherlands Oversea Trust has refused to grant import permits for cigar leaf tobaccos shipped from the United States but is freely licensing such tobaccos when shipped from Sumatra and Java, therefore be it

"*Resolved* that the National Cigar Leaf Tobacco Association earnestly urges the officials of the State Department and the War Trade Board to make vigorous representations to the Dutch Government to the end that cigar leaf tobacco may be freely imported into Holland from the United States."

The resolution was adopted.

Regarding the subject of price maintenance the following resolution was presented:

"*Whereas,* the movement looking to the enactment of a measure legalizing price-fixing with adequate protection to the consumer's interest has gained in strength during the past year, especially in view of the support given it by the Federal Trade Commission; and

"*Whereas,* legalization of the right of the cigar manufacturer to fix the retail price of his goods would be of great advantage to the entire industry, therefore be it

"*Resolved,* that this association again endorses the so-called Stephens bill amended along the lines suggested by the Federal Trade Commission in its recent report to Congress."

It was adopted.

Sumatra importers received consideration in the following resolution which calls for a return as soon as possible to the old method of buying Sumatra by inscription in Holland:

"*Whereas,* it is the consensus of opinion of the members of the National Cigar Leaf Tobacco Association that while the method of purchasing tobacco in the Island of Sumatra was necessary and essential to the cigar industry during the war, and such methods of purchasing were more hazardous

(*Continued on Page 16*)

The Automatic Cigar-Wrapper Register

THE increase in the use of mechanical devices in the cigar and tobacco manufacturing industry is bringing to light many new and valuable machines. Old inventions that had been cast aside are being overhauled for the purpose of making practical, if possible, the blueprints of some dreamer.

So alert has the trade become that some manufacturers will give immediate attention to any new device that is placed on the market which has any claim at all for practicability. As a result of the use of machines not entirely perfect, thoroughly satisfactory equipment has been evolved in a number of cases. Only the continued experimentation has made the machine economical and valuable.

Manufacturers who have had experience along this line *know* that the future of the cigar industry lies in the field of mechanical devices which mean economical production, a standardized product and a standardized factory.

Of particular interest to the cigar manufacturing industry is the announcement of the introduction in this market of an automatic cigar-wrapper register. The machine is being introduced only after a number of years of experimentation, and it reflects to the credit of the producers that it is already coming into general use in modern cigar factories.

The register is justified by the fact first and foremost that it increases the output of selectors, in this way cutting down the cost of labor. In addition, the fact that the simple operation of booking automatically registers the wrappers into assorted groups of 25, 50 or 100 wrappers as required, means that delays and losses due to mistaken count are entirely eliminated.

The cigar-wrapper register consists of a dial containing recorders for each of the plates on which the wrappers are laid. These flat plates, at different levels, register the one-cut, two-cut and three-cut wrappers by merely the pressure of the selector's hand in laying the wrapper on the plate. As soon as the desired number of wrappers of any size are piled, the register bell rings sharply for them to be tied and removed. By placing two or three machines side by side, it is possible to sort and count in practically the same operation. Users of registers estimate that they save at least twenty per cent. of the time required for selecting by hand, in addition to preventing any possibility of mistakes in the count.

As the cigar-wrapper registers come in compact form, are easily handled by ordinary operators, are automatic to the point where mistakes are almost impossible, and require only a small investment in the first place, they are proving another valuable addition to the equipment of progressive cigar manufacturers, and, it is safe to say, will hold a place for themselves among the important mechanical advancements in the cigar industry.

The calibre of the manufacturers introducing this machine is sufficient to warrant it receiving a careful hearing from all manufacturers in any way interested in mechanical devices. The Universal Tobacco Machine Company is placing this automatic cigar-wrapper register on the market, and their success with stripping machines and other devices for the cigar factory is established.

Why Not Tobacco Rations for Regular Army?

OUR Washington correspondent points out that it is probable that no more tobacco and cigarettes will be purchased for the American Expeditionary Forces, as the War Department will have a surplus on hand of 550,000,000 rations if the estimated withdrawal of troops is carried out. As tobacco and cigarettes do not form a part of the regular army rations it is intimated that some steps may have to be taken to return these goods to the normal channels of trade.

It is a waste of space to repeat the multitude of testimonials regarding the benefit of tobacco to the soldier. It is sufficient to point out that tobacco has always been a companion of the soldier whether furnished by his government or purchased from his own funds.

We would like to see the Tobacco Merchants Association present some plan of action to assist the soldiers and sailors in having tobacco, cigarettes and cigars made a part of the Government rations. It is done by other countries and it should be done by the United States.

There are a number of very good reasons why the cigar, cigarette and tobacco manufacturers should be interested in a movement of this character, and as the Tobacco Merchants Association is supposed to be recognized as the official national body of the trade it is up to them to do something.

No manufacturer wants 550,000,000 tobacco and cigarette rations turned back into natural trade channels by the Government. The regular army would be mighty glad to have these rations, and it would not do the tobacco industry any harm to agitate this question.

While no doubt the more conservative members of the trade would feel that such action might bring down the wrath of the anti-tobacconists, at the same time it would bring the grateful thanks of tens of thousands of soldiers *who are voters*. It is a question of weighing the vituperations of professional reformers and honest lunatics against the thanks of voters sure to be staunch defenders of the tobacco industry.

We have witnessed in the tobacco industry a great many serious situations and we have observed that the usual procedure is to lock the stable securely after the horse has been ridden away.

Local Trade Goes Over Top In Loan Drive

THE Philadelphia cigar and tobacco trade went over the top as usual in the Victory Liberty Loan, showing a total of more than $100,000 over its quota.

The cigar and tobacco trade was listed as Group 4 of the Industrial Committee, and was ably headed by Charles J. Eisenlohr.

A list of the subscriptions of more than $1000 is given herewith:

Leaf Tobacco.

Samuel Weinberg,	$2,000
J. Vetterlein & Co.,	20,000
L. P. Kimmig & Co.,	2,000
Hipple Bros. & Co.,	2,000
Harry Hirschberg,	1,000
Herman G. Vetterlein,	8,200
M. Goldberg,	1,000
K. Strauss & Co.,	21,000
E. A. Calves & Co.,	3,200

Cigar Jobbers and Cigarette Manufacturers.

Stephano Bros., Inc.,	$10,000
S. Shepherd's Sons,	4,000
J. Pezzini,	3,000
A. B. Cunningham & Co.,	12,500
Brucker & Boghein,	1,000
Shipton & Payne,	1,000
F. Kuhn & Bro.,	5,000
H. Ellis & Co.,	75,000
H. Ellis & Co., Employees,	9,750
S. Moorhead,	1,000
P. F. Murphy & Co.,	2,000
L. Nax,	3,000
Harvey D. Narrigan,	5,000
John Middleton,	1,000
S. T. Banham,	5,000
Chas. A. Krull,	1,500
Frings Bros. Co.,	10,000
Frings Bros. Co.—Employees,	10,900
M. Blumenthal,	1,000
Frishmuth Bros. & Co., Inc.,	25,000

Cigar Manufacturers.

Bobrow Bros.,	$5,000
Bobrow Bros.—Employees,	2,200
Harry Bobrow,	7,700
Hilbronner & Jacobs and Employees,	3,250
Vetterlein Bros., Inc.,	10,000
Vetterlein Bros., Inc.—Employees,	4,000
"44" Cigar Co., Inc., and Employees,	39,400
Seidenberg & Co.,	3,000
Seidenberg & Co.—Employees,	3,800
Bayuk Bros. Co.,	25,000
Bayuk Bros. Co.—Employees,	7,000
Halpern & Walter,	2,000
Jeitles & Blumenthal—Employees,	2,500
Allen R. Cressman's Sons,	50,000
Allen R. Cressman's Sons—Employees,	6,750
Joseph F. Gallagher,	10,000
Antonio Roig & Langsdorf,	20,000
Antonio Roig & Langsdorf—Employees,	3,250
Otto Eisenlohr & Bros., Incorporated,	100,000
Otto Eisenlohr & Bros., Incorporated—Employees,	10,650
Chas. J., Louis H. & Marie Eisenlohr,	112,000
Neuman & Mayer,	2,000
G. H. P. Cigar Co.,	5,000
G. H. P. Cigar Co.—Employees,	5,450
General Cigar Co.—Employees,	3,250
American Cigar Co.—Employees,	3,000
Sig. C. Mayer,	2,500
Herbert D. Shivers, Inc., and Employees,	1,400
Domingo Vianna & Son,	1,000
P. C. Fulweiler & Bro. Co.,	1,000
Philadelphia Cigar and Tobacco Merchants' Association,	3,100

SUMMARY

Group 4 (Cigars, Tobacco, Etc.)

	Subscriptions	*Allotment*
Div. "A"—Leaf Tobacco,	$62,950	$40,000
Div. "B"—Cigar Jobbers and Cigarette Mfrs.,	190,600	125,000
Div. "C"—Cigar Manufacturers,	456,150	435,000
Div. "D"—Philadelphia Cigar and Tobacco Merchants' Association,	3,100	.....
	$712,800	$600,000

Manila Cigar Prices Increase

THE last report received by mail from W. Trinidad, Collector of Internal Revenue, at Manila, states that the total exports of cigars to the United States from Manila, during the month of March, was 21,311,103. By stamp classification, the exports were as follows, Class A, 12,641,972; Class B, 8,355,497; Class C, 313,634.

Manufacturers' costs have gone skyward during the past six months in Manila due to the demand for Manila leaf, both for the Philippine manufacturers and for cigar factories in the United States, as well as for increased wages to the Philippine cigar makers. Consequently prices for Manila cigars have also increased. The exports for March, therefore, are highly gratifying to those engaged in the Manila business, as it is considerably greater in number than during the corresponding period of 1918, and at prices considerably above those quoted last year.

Cigar Merger Absorbs Three Companies

ONE of the great cigar mergers rumored in the trade for several weeks became a fact recently when the Consolidated Cigar Corporation was organized under the laws of Delaware with a capital stock of $13,000,000, of which $4,000,000 is preferred stock and $9,000,000 common stock.

The Consolidated Cigar Corporation merges three large cigar manufacturing concerns into one company with a total output estimated at between 350,000,000 and 400,000,000 cigars a year.

The companies subordinated under the name of the Consolidated Cigar Corporation are T. J. Dunn & Company, E. M. Schwarz & Company, and the Lilies Cigar Company of Detroit.

The officers of the new corporation are Samuel T. Gilbert (Lilies Cigar Co.) president, D. Emil Klein (E. M. Schwarz & Company) vice-president, William Tucker (Tucker, Anthony & Company, the bankers who completed the financial arrangements for the merger) vice-president, Louis Cahn (E. M. Schwarz & Company) secretary and assistant treasurer, Andrew Stewart (Marwick, Mitchell, Peat & Company, certified public accountants) treasurer.

The directors include Julius Lichtenstein (president of the American Sumatra Tobacco Company), Theodore Werner (president of T. J. Dunn & Company) and several prominent bankers. William A. Tucker, of Tucker, Anthony & Company, will be chairman of the board.

This amalgamation controls twenty-four factories employing more than twelve thousand hands.

Executive offices will be opened in New York and until that time President Gilbert will make his New York headquarters at the factory of E. M. Schwarz & Company.

The management of the subsidiary companies will remain as formerly. There is no intention of disturbing the trade of the various companies or their brands, and there will be no change in the business. The consolidation will undoubtedly enable the companies concerned to effect economies that will result in better merchandise and better value for the trade and the consumer.

Urge Resumption of Sumatra Purchases in Holland

AS the result of a conference of Cigar Manufacturers using Sumatra Wrapper held at this offie on May 21st last to discuss the practicability of the present method of purchasing Sumatra on the Island of Sumatra as compared with the old practice of making such purchases at Inscription Sales held in Holland, President Chas. J. Eisenlohr has addressed the following letter to Mr. Hugo Muller, President of the Tobacco Importers' Association, Amsterdam, Holland, which is self-explanatory.

"In the course of the transition of Industry from the abnormal conditions prevailing as a result of the War, we believe that the method of purchasing Sumatra Tobacco on the Island of Sumatra, made necessary by the War, should be abolished; and that the pre-war practice of buying such tobacco at Inscriptions in Amsterdam should be re-inaugurated with all possible speed.

"As the national Association of Tobacco Merchants in the United States, embracing within its membership the leading Cigar Manufacturers in this country, we feel that we are speaking for the entire Sumatra-using Trade in the United States in urging the resumption of the pre-war method of purchasing Sumatra in the Holland market.

"Thus, at a special meeting of our Committee having jurisdiction of such matters it was unanimously resolved that this Association make every proper effort to secure the abandonment of the present system of buying Sumatra Tobacco on the Island of Sumatra, and the re-establishment of the Inscription Sales in Amsterdam.

"We believe it is unnecessary to dwell upon the impracticability of the present method of making our purchases on the Island of Sumatra, which has necessarily been brought into practice as a result of the War. Suffice it to say that the location of the Island, the time and expense required in reaching it, and the lack of adequate facilities for the accommodation of buyers or brokers, as a result of which we are practically obliged to make our purchases without inspection or examination, have made this method of purchasing extremely difficult and exceedingly disadvantageous.

"Recognizing the exigencies of the War, the trade has cheerfully subjected itself to these extraordinary difficulties in the way of securing its requirements of Sumatra Tobacco. With the War happily ended, however, and with the restoration of industry to peace conditions now in progress, we feel that the old-established system of purchasing our Sumatra wants at Inscription Sales in Holland should be resumed with as little delay as possible.

"On behalf of the Sumatra tobacco users in this country, we therefore urgently ask your Association to use its best efforts to bring about the re-inauguration of the system of selling Sumatra Tobacco at Inscriptions held in Amsterdam, according to the practice prevailing before the War."

It is urgently suggested that those interested cable their brokers in Holland to make strong individual representation along the same lines.

President Cullman's Address To N. C. L. T. A.

Gentlemen of the Convention:

In addressing you today I feel that I should at the very outset express the thought that I know is in the minds of many of you. When we met a year ago our beloved country was under the shadow of a gigantic war-cloud. That shadow has now passed and while certain formalities are still to be observed, yet I know I am justified in sincerely congratulating you that within a few short weeks we shall be able to say we are at peace with all the world.

The past year has been one of unprecedented activity for this Association. The war imposed upon us many additional burdens and required a vigilance on the part of your officers and representatives that has kept them constantly on the alert. In connection with the taxation legislation of the recent Congress we were again called upon to resist a horizontal increase in the duties on leaf tobacco; we employed our good offices in preventing the incorporation of unnecessarily drastic provisions in the new laws and regulations relating to leaf tobacco; in co-operation with other trade associations we were successful in preventing the imposition of a limit upon the production of leaf tobacco; we assisted in securing an adequate supply of Sumatra tobacco for the domestic cigar industry; we have devoted much time and attention to obtaining the removal of import restrictions upon cigar leaf tobacco by the neutral countries of Europe; we have labored unremittingly to improve the shipping situation with respect to the Dutch East Indies, Europe and South America; we have successfully opposed all legislation hostile to tobacco; we have been active in forwarding the movement looking to the establishment of free zones at American ports, a movement that has made very substantial progress during the past year; we have co-operated actively with the Department of Agriculture in the project looking to the standardization of cigar leaf tobacco, which promises to be worked out with marked success in the immediate future; we have borne our share in the movement having for its object the legalization of price maintenance in which some of the most powerful influences in Washington are now co-operating; we have assisted our membership throughout the year in procuring passports to visit foreign countries; and we have provided for the prompt distribution of crop reports and other official documents of interest to our membership. The personal service we have been able to give our members in the matter of passports, import and export licenses, and official information has been gratefully acknowledged and has again demonstrated the value of our organization.

Increased Taxation on Tobacco Products

When we met in New York a year ago we were facing an increase in the taxes on cigars and in the comprehensive revenue bill which became a law February 25, 1919, the graduated rates previously in force were substantially increased. For your convenience I have incorporated the new schedule as an appendix to this report. (Appendix A.)

It can not be said that the merits of the graduated system of taxing cigars have been fairly tested since adopted by Congress two years ago. Commercial conditions have been so abnormal and wages, salaries and profits of industry have been so large that prices have appeared to exert but a slight influence upon demand. What the tendency will be when more normal conditions are restored can only be conjectured, but I am sure you will all join me in the confident expression of the hope that the prosperity of the whole country will increase rather than diminish and that as soon as it is practicable to reduce the burdens of taxation now borne by the people at large Congress, in its wisdom, will relieve our trade of a generous share of the load it is now carrying.

It is a matter of profound satisfaction to me that throughout the past year we were able successfully to resist the project put forward frequently of imposing an additional ad valorem tax of 10 per cent. upon leaf tobacco. In opposing this ill-advised measure we have at all times had the hearty co-operation of the United States Tariff Commission, the members of which have frequently called attention to the danger of horizontal increases in tariff duties, especially when imposed upon the raw materials of important industries.

New Law and Regulations Relating to Leaf Tobacco Dealers

As the result of an investigation extending over many months conducted by the Internal Revenue Bureau into the fraudulent transactions of a number of cigar and cigarette manufacturers and dealers in leaf tobacco, the conclusion was reached by the authorities that the safeguarding of the revenue and also the protection of the legitimate trade required a closer supervision of the business of dealing in leaf tobacco than has heretofore been possible under existing law. The decision was also reached that if bona fide leaf dealers must be subjected to a closer supervision the so-called Bradley free leaf law, which permitted the handling of limited quantities of leaf tobacco by nondescript merchants, should be repealed. Experience demonstrated that the Bradley law has been of no assistance to the farmer in obtaining a market for his crop, but has simply afforded an opportunity for petty frauds upon the revenue and for illegitimate competition on a small scale with registered dealers in leaf tobacco.

To carry out these projects the Internal Revenue Bureau caused the insertion in the war revenue act of February 25, 1919, of certain provisions repealing the Bradley law and authorizing the bonding of cigar leaf dealers under regulations to be approved by the Secretary of the Treasury. The text of these provisions I have appended to my report (Appendix B). Copies of the statute, together with the regulations thereunder and a detailed analysis of their provisions prepared by our Washington representative were sent, early in April, to each member of the Association.

The new regulations were prepared by the Tobacco Division of the Internal Revenue Bureau after conference with officers of your Association, but obviously, because of the plain terms of the law, the discretion to be exercised by the Government officials was limited and it was not practicable to adopt all our suggestions. I believe I violate no confidence, however, when I say that certain proposed requirements which would have proven drastic and extremely annoying to legitimate leaf dealers were abandoned upon our representations that they were unnecessary and would prove exceedingly irksome.

Since the promulgation of the regulations many protests have been received by the Internal Revenue Bureau, but a careful examination of these complaints discloses the fact that they are largely based upon rulings of local collectors of internal revenue, which are in no way justified by the letter or spirit of the law and regulations. In the city of New York, for example, collectors have required bonds based upon the entire annual volume of the leaf dealer's business plus the maximum amount of tobacco on hand at any time during the year. Thus a firm dealing exclusively in imported tobacco and carrying little or no stock outside of customs custody, and, therefore, entitled to qualify under the minimum bond of $500, has been mulcted in the sum of $7000.

Many other similar examples of erroneous construction on the part of local collectors might be cited. In some districts it has been assumed that the requirement that annual inventories should be based upon "actual weight" meant that leaf dealers must cause their warehouses—in some cases located in remote rural sections—to be opened in mid-winter and all the contents thereof reweighed. As a matter of fact, as was explained in the circular of our Washington representative, the term "actual weight" is interpreted by the Internal Revenue Bureau to mean the weight at which the tobacco is carried on the records of the owner thereof at his principal place of business. It has also been erroneously assumed in certain quarters that the regulations require leaf dealers to describe the location of tobacco belonging to them which may be temporarily held in railroad warehouses. As a matter of fact, the Internal Revenue Bureau holds such tobacco to be merely "in transit," and such storehouses are not construed to be in the same category with the regular warehouses maintained by leaf dealers.

The Internal Revenue Bureau officials anticipated that the radical changes involved in the new law and regulations would produce more or less friction and pledges were given your officials at the outset that careful attention would be accorded to any representations that might be made should any provision of the new code prove unreasonably irksome. The blunders of local collectors and the protests that have followed have served a useful purpose. They have already resulted in the issuance of instructions to certain collectors clearing up misunderstandings and substantial modifications in the original regulations will probably be promulgated in the near future. Already the bureau has determined to revise the schedule of bonds, making large percentage reductions therein, thus relieving the trade of an unnecessary financial burden. There can be no justification for exacting of any leaf dealer a bond greater than is sufficient to indemnify the Government for any loss it might suffer should the stock of such dealer be employed in a conspiracy to defraud the revenues. Of course you will bear in mind that in order to protect the Government against illicit operations by unprincipled parties, who, like those heretofore investigated, have absolutely no standing in the legitimate leaf trade, it is necessary for the Government to impose on all dealers uniformly the requirements of the new law with respect to bonding and the supervision of the movement of tobacco. Upon the whole, I feel fully justified in assuring you that when the regulations are finally revised they will be found to work but little hardship to legitimate dealers and will afford them much needed protection against the competition of unscrupulous persons.

I wish to emphasize in this connection an important reform to be carried out in the new regulations, which has been incorporated therein at the instance of your officers. I refer to the provision requiring all entries on Book 59 to be made when the tobacco is shipped rather than when it is sold. This innovation will bring about a much desired uniformity of practice and will be of great value in relieving leaf dealers of much irksome supervision at the hands of subordinate internal revenue officials. Many unnecessary investigations have been undertaken to locate tobacco charged off a seller's book at the time of the sale, but not taken up by the buyer until actually received. Equally misleading records have been made where the buyer entered his purchase on the day it was made, but the seller deferred charging off the tobacco until actually shipped, the combined records of buyer and seller thus showing a substantial duplication. With records based on actual shipment and receipt rather than upon sales such discrepancies will be avoided and the incidental investigations obviated.

Tobacco Census Law Now Superfluous

The important amendments to the laws governing dealers in leaf tobacco embodied in the war revenue act of February 25, 1919, render it desirable that the so-called Cantrill Act, under which quarterly reports of stocks of tobacco on hand are now compiled by the Census Bureau, should be repealed. While the trade has suffered no great hardship in meeting the requirements of this law, nevertheless the experience of the past three years has demonstrated the unreliable character of the statistics thus obtained and the statute has unquestionably outlived its usefulness.

It has been suggested that the Cantrill law may be retained on the statute books for the reason that the execution of its provisions furnishes work for a considerable number of office holders, both in Washington and in the field. It is inconceivable, however, that in view of the crying need for retrenchment and reform in Government expenditures any political party will assume the responsibility for retaining an antiquated and wholly unnecessary piece of Government machinery which is merely duplicating in an inferior manner the work which can be much more efficiently performed by another branch of the Government service.

Outlook for Tariff Revision

It is now only a question of a short time before we shall be called upon to recommend to Congress such changes as we may desire in the tobacco schedule of the Underwood-Simmons law, not only as to rates and classification, but with respect to any other administrative provisions that may appear desirable. In order that our criticism may be constructive I feel that we should be in position to recommend to Congress not only the general form which Schedule F should take in the new law, but a concrete, carefully drafted schedule, complete in all respects. The presentation of such a schedule with our united influence behind it would go a long way towards insuring its adoption and do much to protect the trade against an ill-advised provision drafted by theorists or by legislative experts unfamiliar with the tobacco industry.

Free Zones in American Ports

It is with deep satisfaction that I am able to record the fact that very substantial progress has been made during the past year in the movement looking to the establishment of free zones at several leading ports of entry. As I pointed out a year ago, such zones would be available for the examination, repacking and reexportation of tobaccos which might be brought to the United States from other countries, and I am confident that no industry would reap greater benefits from the proposed system than ours.

During the last Congress a carefully considered bill (Senate Bill 4153 and House Bill 10,892) was introduced simultaneously in both houses, providing for the "establishment, operation and maintenance of free zones in the ports of the United States, and for other purposes." The general scope of the bill may be gathered from the following extract from Section 3:

> "That in every free zone vessels or other carriers may land, load and unload, free from all customs supervision, control, duties, or charges, except as otherwise provided in this Act, and merchandise or articles of any description whatever, except such as are prohibited by law, may with like freedom be brought into or landed in a free zone, and there broken up, repacked, assembled, distributed, sorted, refined, graded, cleaned, manufactured, or otherwise manipulated, mixed with foreign or domestic merchandise, and exported therefrom in the original package or otherwise.
>
> "The territory embraced in a free zone shall, so far as customs duties and regulations are concerned, be exempt from the customs laws of the United States, except as otherwise provided in this Act; but when goods are sent from a free zone into any of the customs territory of the United States or its possessions, they shall be subject to all of the customs laws and regulations and, under regulations prescribed by the Secretary of the Treasury, pay the same duties as if imported from a foreign country."

Certain incidental advantages of great importance would unquestionably follow the establishment of a free zone system. Among them may be mentioned the feasibility of removing the present restriction of the bonding privilege to a period of three years; the provision of adequate space and facilities for exhibiting goods and samples and for demonstrating methods for selecting and tagging merchandise so as to meet foreign requirements, and a reduction in the cost of drayage and of other processes in handling goods. Insurance rates, rents, and the charges for guarding against violations of the revenue laws would certainly be much lower than under the present system of scattered and more or less antiquated bonded warehouses. Practical experience in Europe has fully demonstrated this. Warehouse certificates issued as collateral for advances in the free port of Copenhagen, Denmark, are regarded as exceptionally desirable securities, because of the thorough police and fire protection afforded, the exemption of goods in storage from all customs claims, and the adequate precautions taken against deterioration. Advances on such warehouse certificates may be had on much more liberal terms than on the certificates of private warehouse companies.

I see no reason why equally satisfactory conditions could not be secured as the result of the establishment of free zones at three or four leading ports on the Atlantic and an equal number on the Pacific. I trust you will take this matter up vigorously with your Senators and Congressmen and advocate the passage of the bill referred to which will be reintroduced early in the new Congress.

Supply of Sumatra Provided for Cigar Trade

In my last annual report I expressed the hope of your officers that before it should again be necessary for the importation of Sumatra tobacco the end of the war would have reopened trade channels and we should all be on the satisfactory footing of former days. I added that should this hope be disappointed there could be no doubt that American resourcefulness would be adequate to meet any emergency that might arise.

It is with great satisfaction that I am able to announce that this hope has been realized, if not fully, at least to the extent that licenses for the importation into the United States of Sumatra and Java leaf direct from the Dutch East Indies are no longer necessary. It is not to be expected that the machinery formerly employed in operating the inscriptions in Holland will immediately be restored to working order, but the entire leaf trade, and therefore the cigar industry, are in a vastly better position with respect to an adequate supply of Sumatra than heretofore, and the individual interests which, for two years, assumed the heavy burden of acquiring and distributing a sufficient quantity of Sumatra wrappers to keep the cigar industry going, taking all financial risks and subjecting themselves to much misrepresentation and even to Governmental attack, are relieved from further responsibility in this direction.

As an interesting exhibit in this connection I append to my report a statistical statement showing the imports of Sumatra tobacco by pounds and values for the past eight years (Appendix C).

Holland's Embargo Against Cigar Leaf Tobacco

A world war necessarily involves serious interruption to commerce and I feel sure that no line of trade has suffered inconvenience and even loss with greater patience than has been manifested by the members of this Association. But even our philosophy and forbearance have been severely strained by the situation that has developed respecting the rights of American citizens to ship cigar leaf tobacco to Holland.

Early in December, 1918, the War Trade Board issued an official announcement to the effect that thereafter American merchandise would be freely licensed for exportation to Holland, the issuance of licenses being conditioned solely upon the procurement of import permits from the Netherlands Oversea Trust. Immediately upon the appearance of this circular of the board our Washington representative took up with several of its officials specifically the matter of the shipment to Holland of leaf tobacco and was assured that licenses would be readily obtainable and that by virtue of the understanding had with the Dutch Government American exporters could count upon obtaining Netherlands Oversea Trust permits without difficulty. Relying upon these assurances, which were communicated to our members, a number of exporters made sales in Holland, the amount of tobacco involved running into large figures. Certain houses sent special representatives to Holland for the purpose of making these sales and disposed of very considerable quantities of leaf tobacco.

Soon after the first of these sales was made the sellers applied for N. O. T. permits, but were unable to obtain them. At first the officials of the Trust made non-committal replies to requests for permits but, the matter being pressed, they were soon compelled definitely to refuse them. At one time it was reported that the Trust would issue permits upon the production of receipted bills showing actual sales and the amounts paid for the goods for which permits were asked, but although these documents were promptly produced, the desired permits were withheld, and so far as I am advised, none have been issued for cigar leaf tobacco.

At one stage of this vexatious affair our Washington representative was advised by certain officials that the Netherlands Oversea Trust had issued a number of permits for leaf tobacco and that the charge made by us that our goods were being discriminated against was untrue. A careful investigation was made by Mr. Crounse to ascertain the exact facts in this connection, and as a result of his inquiry he promptly addressed a communication to the chairman of the War Trade Board as follows:

> "I am today informed by officials of the War Trade Board that the statement that the Netherlands Oversea Trust is refusing permits for the importation of American tobacco is not literally true and that, on the contrary, permits have been issued by the Trust and licenses approved by the War Trade Board for the exportation to Holland of eight or ten lots of tobacco. But upon further inquiry I find that these licenses cover so-called Kentucky, Burley and Virginia tobaccos. These tobaccos are employed in the manufacture of chewing and smoking tobaccos and cigarettes; whereas the tobaccos for which permits have been refused by the Netherlands Oversea Trust are used exclusively in the manufacture of cigars.

"It appears, therefore, that instead of refuting the statements made in our protest of January 20, the latest available information serves merely to confirm the assertion we did not hesitate to make therein that 'The Netherlands Government is delaying the issuance of N. O. T. permits for the purpose of assisting the holders in Holland of Dutch East Indian tobaccos, large quantities of which are now being shipped to Dutch ports from Java and Sumatra. These Java and Sumatra tobaccos are employed exclusively in the manufacture of cigars and there is absolutely no competition between them and the Kentucky, Burley and Virginia tobaccos for the importation of which N. O. T. permits have been issued.

"In further confirmation of the fact that the Dutch Government is discriminating against American cigar leaf dealers and exporters, I am today informed by an official of the War Trade Board that the Dutch Government has made cash advances on a large quantity of cigar leaf tobacco in the Dutch East Indies and by reason thereof either holds title to, or a mortgage on, some 150,000 tons, which, it is intimated, will be brought to Holland before any permits will be issued for the importation of cigar leaf tobacco from the United States.

"We fully recognize, of course, the legal right of the Dutch Government to discriminate in favor of its own subjects under ordinary circumstances. In this case, however, Dutch ports were opened to American merchandise as the result of an agreement under which the United States, in company with the other Allies, is feeding the people of Holland and otherwise relieving their distress. The Government of the Netherlands, therefore, has received and is receiving, a valuable consideration for a privilege which she is now denying to an important class of American merchants, who, acting on the assurances contained in the proclamation of the War Trade Board, have entered into large undertakings which now threaten to result in heavy losses.

"Several of our leading houses have sent representatives to Holland and through them have sold very substantial quantities of leaf tobacco now lying in American ports ready for shipment. Large amounts of capital are tied up in this merchandise. In many cases these goods have been paid for and the sellers are under contract to make delivery, a fact that raises serious and embarrassing issues between the American sellers and the foreign purchasers.

"We would again urgently request the War Trade Board to take this matter up with the proper authorities with a view to inducing the Netherlands Oversea Trust to issue permits covering at least the tobaccos we have already sold in Holland. Unless prompt measures are taken a number of reputable American houses will suffer very serious consequences."

In the hope of bringing about an understanding with the Dutch Government that would relieve the situation respecting our exportations and of settling several other controversies that have arisen, a high official of the War Trade Board recently sailed for London with instructions to take up these matters vigorously with the British and Dutch Governments and the officials of the Netherlands Oversea Trust. It is certainly to be hoped his efforts will be fruitful of good results.

On the 8th instant the War Trade Board made the interesting announcement that thereafter export licenses would not be required for merchandise destined to Holland and that permits for the importation of merchandise into Holland would not be required as to any goods consigned to the Netherlands Oversea Trust for the account of parties doing business in Holland. Our Washington representative immediately inquired of the War Trade Board as to whether this new ruling would enable American firms to ship cigar leaf tobacco to Holland and was informed that, as the board viewed the matter, the Netherlands Oversea Trust could no longer prevent the importation of cigar leaf tobacco, provided same was consigned to the Trust, but must promptly transfer such tobacco to the parties for whose account it was shipped. The board frankly admitted, however, that there was a possibility that the Netherlands Oversea Trust would arbitrarily refuse to make such transfers and suggested that American shippers of cigar leaf tobacco test the matter by forwarding small lots of cigar leaf consigned to the Trust for the account of parties to whom such tobacco had already been sold. The outcome of these experimental shipments will be awaited with much interest.

It is easy to understand how, under ordinary circumstances, the Dutch Government, which is reported to have advanced a very large amount of money on Sumatra and Java tobaccos in the Dutch East Indies, should be disposed to discriminate against the importation of any other tobacco. In this case, however, the people of the United States are performing for Holland a service so important as to transcend all such considerations, and, especially in view of the fact that the sales made by American leaf dealers were consummated only after assurances had been received from the War Trade Board that the goods involved could be exported, it would seem to be but fair play should the Dutch Government now admit cigar leaf tobacco from the United States without further delay. You may rest assured that we will leave no stone unturned in Washington to bring about this result.

No Limits on Exportations to Belgium, Denmark, Norway and Sweden

It is with peculiar pleasure that I am able to advise you that all limitations heretofore imposed on exports of cigar leaf tobacco from the United States to Belgium, Norway, Sweden and Denmark have been suspended. Accordingly applications for licenses to export tobacco to these countries will now be considered by the War Trade Board without limitation as to quantity and all such licenses hereafter issued will be valid until revoked.

It will still be necessary, however, for intending shippers to cause their consignees to obtain import permits in the countries to which exportations are to be made—except as to Belgium, which no longer requires import licenses—but we are advised that no difficulty will be experienced in obtaining such permits, as American tobaccos are now greatly desired and can be absorbed to very substantial amounts.

Indications now point to the rapid resumption of normal trade between the United States and Europe, although it is to be expected that free business relations between the neutrals and the central powers will not be restored to their former footing for some time to come.

The Shipping Situation

The situation with respect to tonnage for both our import and export tobacco trade has been a most disturbing factor throughout the past two years, but I am glad to say has now improved to such an extent as to relieve our trade of any further cause for anxiety. In fact, indications now point to a return to normal shipping facilities at an early date, while there is every reason to believe that the lessons learned during the war will result in an unprecedented expansion of the American merchant marine. If this result is achieved it will be worth the total cost in the inconvenience and loss of trade which has been suffered during the past two years.

When the United States became involved in the war steps were immediately taken to concentrate all available tonnage upon the great task of sending our troops to Europe and keeping them supplied with food, clothing and war material. To this end we not only diverted all vessels flying the American flag, but our Government, in the exercise of its war powers, took over many ships belonging to neutral countries. This immediately disrupted our usual transportation facilities, for not only was the bulk of American tonnage diverted to war purposes, but foreign nations suspended sailings to American ports lest their vessels be seized. Thus our regular trade routes to the Dutch East Indies were interrupted, our trans-Atlantic trade with Holland was suspended, and our steamship connections with South America were almost entirely severed.

The effect upon our exporters of the withdrawal of the greater proportion of the steamships operated between the United States and South American ports is graphically shown in the following extract from a pertinent letter which, at the instance of our Washington representative, was addressed to the United States Shipping Board and the War Trade Board by one of our prominent members:

"We have secured large orders for tobacco shipments to South America, for which our export licenses have been granted and which goods are ready for shipment at any moment.

"Due to the lack of shipping facilities the execution of these orders is severely jeopardized, and the purpose of this letter is to point out to you how vitally important it is for the whole industry to allot sufficient tonnage for tobacco shipments.

"If the tonnage allotted, which is entirely dependent upon the readiness of the Government to grant this, is not sufficient to get the tobacco to the point where it is needed quickly, Holland or England will jump in and take the cream of the situation.

"If we do not grasp the situation and supply the South American manufacturers in the same satisfactory manner as they were supplied by European countries, all the pioneer work which we have done during the war will have been lost.

"We, therefore, respectfully request you to abandon the system now in vogue and to allot sufficient tonnage of tobacco shipments, a matter which is of such a paramount interest to the entire industry."

Immediately upon the signing of the armistice our Government began a series of energetic efforts to restore ocean transportation to a normal basis, notwithstanding the fact that a large tonnage of vessels was required to bring our troops back from Europe. Every day has seen an improvement in all directions. Dutch ships are now plying between the Dutch East Indies and American ports, sailings to Holland are being resumed and it is probable that before the end of the present year a larger tonnage of ships will be employed in our South American trade than ever before in the history of the country. When I say that the output of the United States Shipping Board in new merchant vessels during the current year will exceed the aggregate produc-

(Continued on Page 21)

June 30th Last Day For Old Classification Labels

IN our Special Bulletin A-13 issued under date of April 1st, attention was respectfully called to regulation T. D. 2813, effective April 25, 1919, pursuant to which manufacturers and importers were required to affix to the front of each box or container of cigars weighing more than three pounds per thousand a new classification label—not less than one and one-half inches long nor less than three-fourths of an inch wide, and bearing the appropriate one of the following statements:

"The cigars herein contained were manufactured to retail at not more than five cents each and are so tax-paid.

"The cigars herein contained were manufactured to retail at more than five cents each and not more than eight cents each and are so tax-paid.

"The cigars herein contained were manufactured to retail at more than eight cents each and not more than fifteen cents each and are so tax-paid.

"The cigars herein contained were manufactured to retail at more than fifteen cents each and not more than twenty cents each and are so tax-paid.

"The cigars herein contained were manufactured to retail at more than twenty cents each and are so tax-paid.

"The labels used by importers shall contain similar statements except that the word, 'manufactured,' shall be changed to 'imported'."

The Regulations also provided that "the legend must be legible in all cases and *may be printed directly on the front of each box.*"

As set forth in our Special Bulletin A-14, in response to our request for permission to utilize the old classification labels on hand, the Commissioner advised:

"Manufacturers permitted to use old cigar classification labels pending issue of Treasury Decision extending effective date of new regulations."

The Commissioner has now issued the decision referred to in which the effective date of the regulation above referred to is extended from April 25 to July 1, 1919, until which date the stock of old labels and containers may be used by manufacturers and importers, but *on and after July 1st all labels and containers must* be printed and prepared in conformity with the new regulations herein above referred to.

The Commissioner further adds the following new provisions:

"In order to minimize the possibility of error in affixing proper labels, manufacturers will be permitted to use the appropriate Class letter—A, B, C, D or E, on such labels, which letter should appear directly to the left of the printed matter and the length of the label may be increased approximately one-half inch for this purpose.

"The price limitations of the different classes may be expressed in numerals if desired at the option of the manufacturer."

New Leaf Regulations Suspended Until September 1st

UNDER date of May 2nd (Special Bulletin A-15) attention was called to the following telegram from the Commissioner of Internal Revenue in response to our protest against certain provisions of the new regulations (2818) viz.:

"Decision extending effective date new regulations governing dealers in leaf tobacco to June 1st in course of issue."

Several conferences have since been had with the Department in Washington, with the result that we are in a position to state that the regulations are now being thoroughly revised, and a *further suspension of the effective date has been ordered until September 1, 1919.*

Watch Your Postage Stamp Purchases

Washington, D. C.

Watch your stamp purchases during June. Business concerns which customarily purchase stamps and stamped envelopes in large lots should bear in mind that the rate on first-class matter drops from three cents to two cents an ounce on July 1, and postal cards to one cent each. While it will be possible to dispose of extra three-cent stamps held after that date by using them on parcel post shipments, three-cent stamped envelopes and two-cent postal cards will represent a loss, unless, which is not likely, the Post Office Department makes provision for their redemption.

Section 1401 of the revenue law, providing for the return to the old rates of postage, was the only cheerful paragraph in what, to most people, is a sad and expensive story, and all should show Uncle Sam that his generosity is appreciated by losing no time in taking advantage of the reduction in rates.

LEAF MARKET JOTTINGS

THE annual meeting of the National Cigar Leaf Association at Lancaster, which is mentioned in another column, diverted attention from the leaf market, but buying has been fairly active and prices steady. There has been no downward tendency, and there is a general feeling that a disposition on the part of growers to accept a fair price, and a fair price is generally considered to be what the buyer offers, would result in the buying up of the balance of the crop, in short order.

Prices are elusive, choice crops are bringing fourteen and fifteen cents, which seems to be about the limit, and the rest runs from six to seven cents for poor grades to ten and twelve for good. The crop has been pretty well picked over and the probable balance is not over twenty-five per cent., if it is that much.

One fact is evident, or appears to be, and that is that both in size and number, seed beds have been considerably reduced in acreage, and the weather has been backward. That shows a disposition on the part of the farmers to grow less tobacco in 1919, but everyone connected intimately with the situation knew that before.

Less acreage may mean better cultivation, more care and a fuller crop. Lancaster County could reduce its acreage and still have a large crop. Planting under favorable conditions, begins the latter part of May, continuing through the first half of June, or sometimes nearly to the 1st of July. June planting produces the harvest before the normal frost period.

The tobacco crop in North Carolina is pretty well bought up though there are a few scattering crops to be obtained. April sales amounted to 124,556 pounds. From August 1, 1918, to May 1, 1919, the total sales of all markets of the State amounted to 317,630,806 pounds. In April, Burlington sold 19,786 pounds; Lewisburg, 48,631 pounds; Reedsville, 33,225 pounds; Winston-Salem, 14,856 pounds, and Youngsville, 8058 pounds.

Very little broad leaf remains in the growers' hands in Connecticut. Some reports indicate a restriction this year in the shadegrown acreage on account of the expense, but no reduction of any account in the total acreage. All guessing about futures is to be taken at its worth as there is not much real information.

The Griffin Tobacco Company has already shipped 1700 cases abroad, of Havana-seed and broad leaf and have other shipments ready as soon as transportation is available.

Out in Wisconsin packers are buying binder leaf to meet the immediate necessities of manufacturers, and are anticipating larger orders as the season progresses. Good binder leaf has brought from twenty-five cents to better. The slump of the Wisconsin market was in the leaf that was grass-hopper eaten, or poorly sorted and packed, placing it in the stemming grades around twelve cents. Filler tobaccos are at present surplus in Wisconsin, Ohio and Pennsylvania. It should be remembered that the 1918 crop is a long way off from the manufacturers' table, a year, or a year and a half, or even two years, and this has to be taken into consideration.

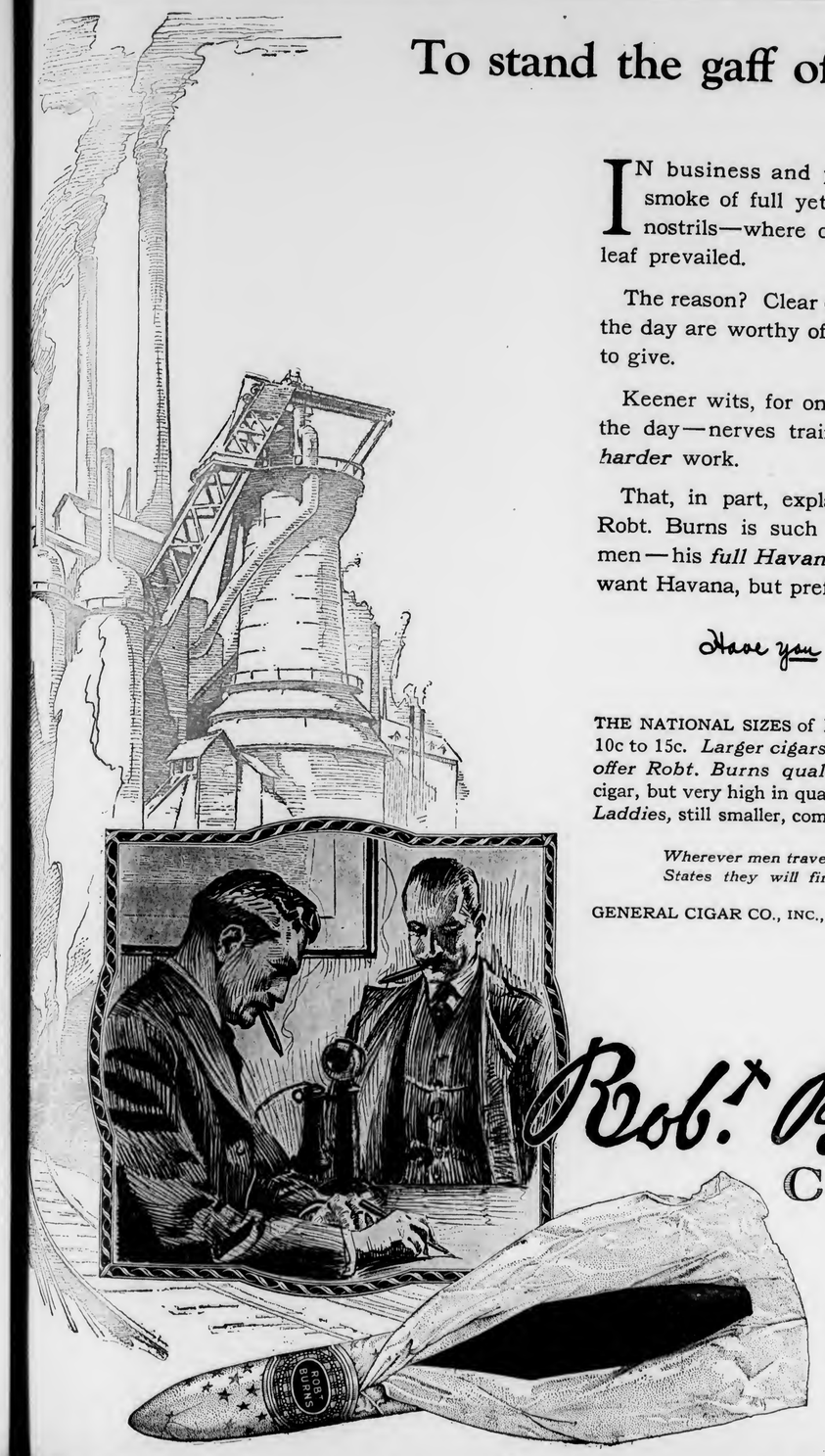
However, unless something happens to the country, by the time the 1919 tobacco crop of Wisconsin is ready for market, the 1918 crop will be sold and the growers will have profited by the lesson they learned this year. Most of them will also have a new automobile in the wagon house.

The volume of tobacco sales in Kentucky during the month of April was a decrease from March, as most of the leading markets have closed for the season, but larger than the corresponding month of last year. The total sales of the new tobacco, 1918 crop, amounted to 10,650,067 pounds, compared with sales in the same period last year of 3,618,210 pounds of the 1917 crop, an increase over last year's sales of 7,031,857 pounds.

The total sales of new tobacco, 1918 crop, were valued at $16,774,061.14, at an average price of $22.76 per 100 pounds. Prices remained about the same as in March. High grade Burley brought $27.82 or $1.84 above March prices. Total sales for the season amounted to $109,025,796.36, at an average of $24.22.

H. Duys & Company met with a serious misfortune on May 15, when two large warehouses of the Duys Canadian Tobacco Corporation, at Jacques, Quebec, Canada, were burned, entailing a loss of a half million pounds of Canadian tobacco, at a loss of $200,000, which was fully insured. The buildings were of brick of the latest construction. Duys & Company entered the Canadian tobacco field last year, and the fire will hinder the development of their interests there, at least temporarily.

So far as the outlook for the 1919 tobacco crop is concerned, there may be some restrictions in acreage, though not very large ones, in New England, Pennsylvania, Ohio and Wisconsin. But in the Burley country they have had the time of their lives this year with big crops and big prices, and barring accidents, the new crop is going to be a record breaker.



To stand the gaff of harder work

IN business and professional circles the smoke of full yet mild Havana greets the nostrils—where once the smoke of heavy leaf prevailed.

The reason? Clear enough! The problems of the day are worthy of the level best we've got to give.

Keener wits, for one thing, are the order of the day—nerves trained to stand the gaff of *harder* work.

That, in part, explains why mild, *efficient* Robt. Burns is such a favorite with modern men—his *full Havana filler* pleases men who want Havana, but prefer it *mild.*

Have you tried one lately?

THE NATIONAL SIZES of Robt. Burns are priced from 10c to 15c. *Larger cigars at the same prices cannot offer Robt. Burns quality.* Little Bobbie, a small cigar, but very high in quality, sells at 6c. Robt. Burns *Laddies,* still smaller, come 10 in a package—price 30c.

Wherever men travel throughout the United States they will find Robt. Burns cigars

GENERAL CIGAR CO., INC., 119 West 40th St., New York City

Robt. Burns CIGAR

This is the Longfellow size—foil-wrapped—for your protection against breaking and to insure its being fresh. 15c.

The National Cigar Leaf Convention

(*Continued from Page 6*)

and speculative than the purchase at inscriptions in Holland, where greater facilities for inspection prior to purchase and better opportunities for making intelligent selections for American requirements exist. now, therefore

"*Resolved,* there are better facilities for handling and shipping in Holland, enabling the tobacco to arrive in this country in a more satisfactory condition.

"*Be It Resolved,* that we earnestly urge that all possible efforts be made by the Sumatra growing companies to bring about, at the earliest possible moment, a return to the former method of selling Sumatra tobacco, namely, by inscription in Holland."

The question of paying for tobacco on a basis of withdrawal weight rather than dock weight was introduced in a resolution by "Uncle Billy" Taussig. It read:

"*Resolved,* that we reaffirm our position in support of the payment of duty on tobacco on the basis of its weight upon withdrawal rather than upon the dock weight as at present."

A resolution calling upon Congress to make no radical changes in the existing rates of duty on cigar leaf tobacco was next presented:

"*Whereas,* It is authoritatively reported that Congress in the near future, will revise the schedules of the existing tariff law known as the Underwood-Simons Act of October 3rd, 1913, therefore be it

"*Resolved,* That the National Cigar Leaf Tobacco Association earnestly urges upon Congress the desirability of making no change whatever in the existing rates of duty upon cigar leaf tobaccos, and be it further

"*Resolved,* That the National Cigar Leaf Tobacco Association earnestly urges upon Congress the desirability of making no radical change in the existing rates of duty upon Cigar Leaf Tobacco."

Discussion followed the reading of the resolution and it appeared that there was some difference of opinion regarding changes in the tariff. The resolution was turned over to the Legislative Committee.

The next resolution was a testimonial to the work done by W. L. Crounse in Washington, and called for his retention as the Association's Washington representative. It read:

"*Resolved,* That we retain the services of William L. Crounse as our Washington representative for the ensuing year at the same rate of compensation as at present."

The question of a horizontal increase of 10 per cent. duty on leaf tobacco was protested in the following resolution:

"*Resolved,* That the association hereby enters an earnest protest against the proposed horizontal increase of 10 per cent. duty on leaf tobaccos and takes this occasion to express its disapproval of the principle of horizontal increases in duties as being unscientific and impracticable, and be it further

"*Resolved,* That copies of this resolution be forwarded to the chairmen of the Ways and Means and Finance Committees of Congress."

The session then adjourned.

On Monday evening the Association was tendered a Susquehanna Shad Dinner at the Stevens House. "A good time was had by all," as the phrase runs. Fred Griffin gave a most interesting account of his recent trip abroad, recounting the trials and tribulations of the man with a passport.

David Newfield, of Hartford, sang the ever-popular, "Stein Song," and several others which showed the range and power of his pleasing voice.

I. N. Strasser, of Albany, proved to the gathering that he is a "fiddler" of class.

The dinner was informal and was thoroughly enjoyed.

The session on Tuesday morning was opened with a resolution to be presented to the Treasury Department asking that the rule requiring all filler tobacco originating in the Partido and Vuelta Abajo districts of Cuba be sent to the appraisers' stores for examination, be rescinded. The resolution read:

"*Resolved,* that the Legislative Committee be instructed to request the Treasury Department rescind its rule to take every bale of Havana filler tobacco, coming from the so-called Partido and Vuelta Abajo sections for examination to the appraiser stores and apply to their tobaccos the same rule as now in vogue on tobaccos coming from the so-called Remedios section."

After some discussion it was adopted.

The next resolution which was tabled called for the appointment of a committee for the establishment of cigar leaf markets similar to the "breaks" of the South. The resolution was as follows:

"*Resolved,* That a committee of seven, one from Florida and Georgia.

"One from Massachusetts and Connecticut.

"One from New York State.

"One from Pennsylvania.

"One from Wisconsin.

"One from Ohio.

"One at large,—be appointed to draw plans and find means so that cigar leaf States where tobaccos can be sold of farmers at public sale under proper rules and regulations."

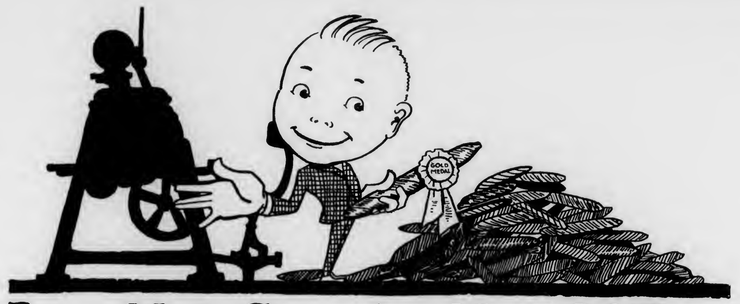
A prolonged discussion followed and when a vote was taken the resolution was tabled.

The following resolutions were also presented and adopted:

"*Resolved,* That the thanks of the National Cigar Leaf Tobacco Association in annual convention assembled are hereby tendered to Commissioner of Internal Revenue Roper, Deputy Commissioner Gaylord and Chief of Tobacco Division Snyder for courtesies and consideration shown the representatives of this association during the past year.

"*Resolved,* That we express to the trade journals our thanks for and appreciation of their work during the year in the interests of the trade.

(*Continued on Page 18*)



Better Made Cigars And More Of Them At A Lower Cost Of Production

THE Universal Tobacco Stripping and Booking Machine puts tobacco in the best possible shape "for work"—it does not tear the leaves as does the hand-stripper. That means a *saving in stock* and a *better made cigar.*

The "Universal" increases the output of every cigar-maker 35 to 50 cigars a day. That means *increased production.*

One "Universal" and one operator do the work of three hand-strippers. That means *two pay envelopes saved every week.*

The "Universal" is the *modern method* of stripping wrappers, binders and large-size fillers. Used and endorsed by about 1000 cigar manufacturers both large and small.

Get a Demonstration of the Universal

See the Universal operated in your own factory with your own tobacco. That's the way to get *absolute proof* of the performance *you* may expect to get from it. No obligation involved. Write for a demonstration.

Catalogue and Price List on request

Universal Tobacco Machine Co.

79 FIFTH AVENUE, N. Y.

FACTORY: 98-104 Murray St., Newark, N. J.

(*Continued from Page 16*)

"*Resolved,* That this association tender its thanks to the retiring officers in appreciation of their faithful and untiring services during the past year.

"*Resolved,* That this convention tender the Lancaster Leaf Tobacco Board of Trade its heartiest thanks for the splendid manner in which it entertained the convention and visitors."

The election of officers followed.

Fred Griffin proposed I. H. Weaver, of Lancaster, as president. Mr. Weaver was elected by acclamation.

George M. Berger, of Cincinnati, was unanimously elected as vice-president.

Jerome Waller, of New York, was unanimously elected as treasurer.

Retiring secretary Joseph Mendelsohn nominated Milton H. Ranck, of Lancaster, as secretary, and a unanimous ballot was cast for Mr. Ranck.

S. Major Newburgh, of Hamilton, Ohio, on behalf of the Ohio Leaf Association, invited the N. C. L. T. A. to hold its next convention at Dayton, Ohio. The invitation was accepted with great enthusiasm.

The session then adjourned.

The session on Tuesday afternoon was called to order at the Hamilton Club with President Weaver presiding. He introduced Murray A. Snyder, chief of the tobacco division of the Bureau of Internal Revenue.

Mr. Snyder came to the meeting to enlighten as far as possible all those who did not thoroughly understand the new revenue regulations. He also stated that he was open to hear suggestions pertaining to the regulations and intimated that the department would listen to any proposals from leaf men although he could not assure them that the proposals would be accepted.

It is the intention of the department, Mr. Snyder said, to eliminate from the regulations practices that are manifestly unfair.

His first announcement was to the effect that the maximum bond required from leaf dealers has been reduced from $100,000 to $10,000. This evoked applause.

It was further stated in this connection that personal surety would be accepted, and that a stockholder in a corporation may become its surety provided the said stockholder is not an officer of the corporation.

Of great interest to the cigar manufacturers of the country was the statement that the department is considering a revision of the allowance of stemmed and unstemmed leaf allotted to one thousand cigars.

Mr. Snyder said that there were some manufacturers who had run over the allowance of fifteen pounds of stemmed leaf, or twenty-five pounds of unstemmed leaf, per thousand cigars, and that as a result they had paid an additional tax.

Mr. Kraus, of the Kraus Cigar Co., Baltimore, emphasized this point, stating that he had paid it and that he had had no redress despite the fact that the overweight was honestly put in the cigars.

Mr. Snyder replied to this by saying that there was redress and that if a manufacturer had used the tobacco and could satisfy the collector on this point he could secure a rebate of the additional tax.

It was pointed out that in these days manufacturers were marketing very large cigars which did exceed the weight allowance per thousand. That in such cases where they anticipated a shortage in their accounts at the end of the year they should not wait until the end of the year to receive notification, but should immediately call the attention of the local collector to the condition. It was pointed out that if the cigar manufacturer waited until the end of the year for his notice, and then called the collector in, the proof to be submitted would naturally be less satisfactory as by that time the cigars covered by the shortage charge would have been shipped out. On the other hand, when the manufacturer is certain that he will have a shortage he can at any time call in the local collector and weigh a thousand cigars before him.

Apparently cigar manufacturers have been ignorant of the law in this connection and have paid the additional taxes without complaint, not knowing that consideration would be given for any honest shortage which could be shown with reasonable proof.

Mr. Snyder pointed out that manufacturers who waited until notice was received must make their claim within ten days after receipt of same, or be subjected to the additional interest penalty accruing in case the claim for readjustment was not granted.

The question of requiring farmers to report on their tobacco sales was again discussed, but Mr. Snyder said that this could be changed only by an Act of Congress. There was an opinion expressed that as the farmer is held in high respect by all political parties it would be difficult to find a Congress willing to discuss such a measure.

Fred Griffin expressed the opinion that the farmer had become in recent years a much enlightened citizen and that if the case was properly presented to him he would probably be willing to urge such an act for his own protection and for the protection of the industry.

The discussion conducted by Mr. Snyder was most interesting. Many cloudy points were brought into the light of day and both the leaf men and the internal revenue bureau undoubtedly shared in the benefits. The Association gave Mr. Snyder a rising vote of thanks for taking the time and trouble to address them.

The convention then adjourned to meet next year in Dayton, Ohio.

In the evening the Annual Banquet of the Association was held at the Hotel Brunswick, where mine host Louis Lukes had prepared a dinner of many parts and much excellence.

There were no set speeches but there was music and singing in abundance.

Owing to the fact that THE TOBACCO WORLD wireless went out of commission early in the evening we have been unable to verify numerous rumors of the festivities. Last reports, however, were to the effect that every one was having a heluva good time. The last radio from our editorial staff reported the singers rendering "Till We Meet Again".

According to statistics prepared by the National City Bank of New York, there has been a vast increase in the Oriental demand for American-made cigarettes. The number exported in the fiscal year, which ends in June, will be in excess of eight billions as compared with two billions in 1915. The value has increased from approximately three million dollars to sixteen million dollars. The heaviest demands are from China, the Straits Settlements and India.

Important to All Cigar Manufacturers

During the World War there was only one place where Cigar Manufacturers could purchase with certainty the finest Imported cigar box trimmings and that was in the Island of Cuba, one of the American Republics.

Every indication points to a tariff revision in the near future, and possibly the cigar label and band schedule will have the usual attention.

It is of the utmost importance that every cigar manufacturer should take steps to see that if, and when, the tariff is revised, it does not affect to any great degree finished lithographic work originating in Cuba. If any revision takes place it should be downward because the Cuban lithographer is not a competitor of the domestic lithographer, and never has been.

The Cuban lithographer buys his raw materials in the United States, pays duty on the same to his Government, sends the finished product back to the United States and again pays duty on it, as there is no drawback on the finished product.

A prohibitive tariff against Lithography from Cuba would give every opportunity for the Domestic lithographers to greatly increase their prices for cigar box trimmings without putting any burden upon them.

It is of the utmost importance, and to the best interests of every cigar manufacturer and user of lithographic goods, that he immediately makes certain that the lithographer from whom he purchases his supplies does not enter into any agreement or understanding to have the tariff raised so as to affect lithographic goods coming from Cuba, or become a party to any agreement pertaining thereto.

Any revision of the tariff affecting lithography from Cuba affects every Cigar Manufacturer in the United States whether he uses lithography from Cuba or not.

This question should and must have immediate attention from every cigar manufacturer for his own protection.

Help the argument for the public good.

GARRETT H. SMITH

50 Union Square **New York City**

TELEPHONE, STUYVESANT 7476

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John H. Duys (H. Duys & Co., Inc.).
Alfred R. Schmid (L. Schmid & Co.).
Percival R. Lowe.
Henry Rothenberg.
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Philadelphia Leaf Tobacco Board of Trade:

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Joseph Goldberg.
C. E. Long.
J. W. Brenimann.
C. S. Brenimann.
S. N. Root.
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Alternate:
George M. Berger.

Ohio Leaf Tobacco Packers' Association:

Delegates:
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M. E. Stern (M. E. Stern & Co., Dayton).
Sam Jaskulek, Dayton.
L. A. Wheeler, Troy, O.
S. Major Newburg, Hamilton, O.

Connecticut Leaf Tobacco Association:

Delegates:
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A. Silberman (Fassler & Silberman).
W. S. Fuller (E. & A. Fuller).

Alternate:
B. Rapaport.

Chicago Leaf Tobacco Merchants Association:

Delegate:
Hy Taussig (Taussig & Co.).

Alternate:
Leo Tuska.

Individual Members Representation:
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P. Semon (Chas. Semon & Sons), Cleveland, O.
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1919-20-21

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(Continued from Page 12)

tion of American shipyards during the ten years before the war and will amount to more than one-third of the entire serviceable ocean-going American merchant marine in 1914; you will be able to form an idea of the enormous stimulus that has been given to our shipbuilding and ship-owning industry by the war.

Wartime Conservation Measures

The absolutely essential character of tobacco has never been so convincingly demonstrated as by the conservation measures adopted by the War Industries Board with respect to cigars. The necessity for providing an adequate supply of cigars at all times even under war conditions was so generally recognized that it was not until November, 1918, that any program of conservation was considered. Even then no attempt was made to curtail output, but merely to save material, capital and labor in manufacture and distribution. At no time did the Federal Government give serious thought to the curtailment of acreage employed in the production of leaf tobacco; in fact, the demand on the part of our soldiers for smoking materials was so much increased by war conditions as to make it clear to all the authorities that the production of tobacco, both raw and manufactured, must be kept at the maximum throughout the war period.

In the rational program of conservation finally framed by Mr. A. I. Esberg, who was appointed chief of the tobacco section of the War Industries Board, manufacturers were asked to reduce, where possible, the number of brands, sizes and shapes of cigars made by them, but there was no suggestion of a reduction in total output. Discontinuance of the use of tin foil to wrap cigars and of tin boxes and tin containers for packing was ordered, not with a view to reducing the supply of cigars, but merely to conserve tin, of which a serious shortage had developed. A part of the program, to become effective November 18, eliminated new brands except on written approval, prohibited the varnishing of cigar boxes, and placed restrictions on the use of tags, pasters, paper frontmarks or colormarks, to conserve the paper supply. Another part of the program intended to become effective January 31, 1919, regulated packing in wooden boxes and required the discontinuance of the use of tin foil and tin boxes. It was provided, however, that boxes and labels, cedar or colored paper and exterior box coverings and edgings on hand or in process of manufacture might be utilized. Manufacturers were asked to pledge themselves that during the war they would keep existing facilities and equipment in repair rather than install new equipment and would not create new facilities without the approval of the War Industries Board.

Before this program went into operation the armistice was signed and it therefore became unnecessary to enforce it. It is highly significant, however, that practically all the conservation measures suggested related to savings in other branches of industry rather than in the actual production and distribution of tobacco and its manufactures.

Attacks Upon Tobacco Industry

I feel that I should fail in my duty if I did not at this time warn you concerning the serious aspect of the attacks upon the tobacco industry which are being made under various guises in different parts of the country. This hostile movement has not as yet taken definite shape and it is perhaps too early to attempt to foreshadow the form of the attack when it shall have assumed the proportions of nation-wide propaganda. It is, however, the insidious and more or less sporadic beginning of a movement of this kind that should receive the most careful attention and that should be met with vigorous measures calculated to suppress it before it assumes substantial proportions.

This Association has scrupulously refrained from taking any part on either side of the so-called prohibition campaign. Its attitude was not dictated by motives of caution or because of our unwillingness to take part in a hard fight. We were actuated solely by the fact that this is a trade organization having for its chief object the advancement of the tobacco industry and that we have nothing in common with any branch of the industry engaged in the production and sale of intoxicating liquors. In fact, our interests have been as special and as exclusive as those of the textile industry or any other particular line of manufacture.

Nevertheless, it is now apparent to the most casual observer of the signs of the times that many persons engaged in actively urging prohibition propaganda and who now find their occupation gone, are turning their attention to tobacco, not because its use is injurious or because it is in any way open to the objections that have been urged against intoxicating liquors, but chiefly because of its almost universal consumption and because it may be said to represent the indulgence of individual taste or appetite. Thus, by a curious distortion of logic, the supreme satisfaction that follows the use of good tobacco is made the very basis of a fanatical attack upon the industry. In a lesser degree other products of well nigh universal consumption such as confectionery, chewing gum, soft drinks, etc., are open to similar attacks and are already the subject of assaults. Indications are apparent that the propaganda now being directed towards tobacco will in due time be extended to include these other articles.

The fact that the movement against tobacco is yet in its embryonic stage should not be permitted to lull you into a false

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Made in six sizes:

Classic and Victor size . . .	10c
Literary and Blunt size . .	11c
Corona and Senator size,	13c, 2 for 25c

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" seven cent cigar

Two National Favorites:

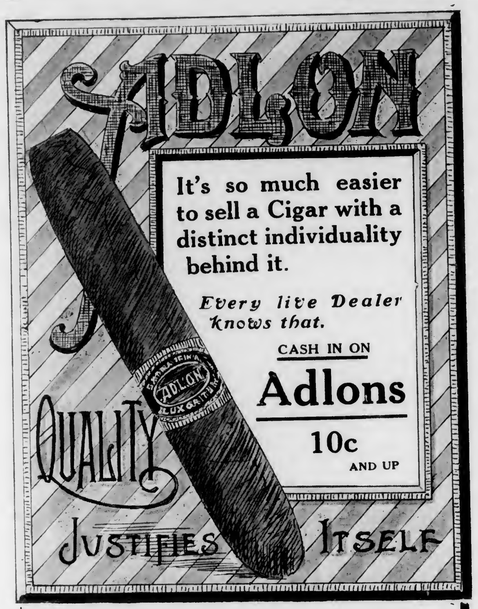
WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., *Philadelphia Distributors*



44 Cigar Co. Inc. Philadelphia

Four Reliable Jobbers

can secure exclusive distribution of an excellent *Shadegrown* brand retailing at 10c and up.

This brand is comparable with the finest cigars of the Shadegrown type. The label is attractive and the quality is convincing.

The manufacturers are long established, and well and favorably known.

This brand is not a Shelf-Lounger, and the opportunity is open only to such jobbers as are in a position to feature a good Shadegrown cigar.

Address, SHADEGROWN,
c/o Tobacco World.

sense of security. The results of the prohibition campaign should convince you of the folly of waiting until the anti-tobacco movement has grown to large proportions before undertaking to resist it vigorously. Do not wait until the minds of the people have been poisoned and our State and National legislators induced to enact hostile laws. It will then be too late. The wonderful experience of our armies in France and the important part played by tobacco in the trenches, on the battlefields, and in the hospitals should inspire you to meet this fanatical movement aggressively and to set your heels squarely on the head of this snake wherever it makes its appearance.

Standardization of Cigar Leaf Tobacco

Very substantial progress has been made during the past year along the lines of the suggestion put forward in my last annual report looking to the classification of cigar leaf both for domestic transactions and for export. The subject is one of constantly increasing importance, especially in view of the reopening of our foreign markets after the war, and I feel that the time has come when we should take definite action to obtain for our industry the advantages that have been enjoyed for several years by the producers of and dealers in wheat, cotton and other commodities.

Since our last annual convention the Bureau of Markets of the Department of Agriculture, pursuant to the provisions of the United States Warehouse Act of August 11, 1916, has undertaken the preliminary work of providing an official classification for cigar leaf tobacco. The work thus far done has been confined to types grown in Connecticut, but the purpose of the department is to expand the work so as to provide standards for all commercially recognized types of cigar leaf. The bureau is also working upon standards for leaf used in the manufacture of chewing and smoking tobaccos. The work has been in the hands of Mr. T. L. Hughes, of the Bureau of Markets, who has prosecuted it with intelligence and energy, and who has now reached a point where the active co-operation of our members is necessary to secure the adoption of standards acceptable to the trade. Mr. Hughes has suggested that there should be formed a committee of the members of this Association representing all important growing and packing districts, such committee to meet with the agents of the Department of Agriculture and assist them in the important work of fixing the various standards for cigar leaf. I trust that before you adjourn you will provide by resolution or otherwise for the appointment of such a committee and that its members will take up the task assigned to them with a view to fixing the proposed standards at the earliest practicable date.

It would seem to be superfluous for me to emphasize further the importance of adopting a grading or classification of cigar leaf tobacco. While the chief object of the Department of Agriculture in providing standards is to increase the value and general acceptability of warehouse certificates and to facilitate domestic transactions, nevertheless it also has in mind the great importance of such a classification in the extension of our export trade. As I have heretofore pointed out, if a recognized system of grading in accordance with official standards was in use in this country any foreign consumer of cigar leaf would be able to order goods from an American dealer by cable without the delay incident to soliciting, receiving and inspecting samples.

No Federal Legislation Against Coupons

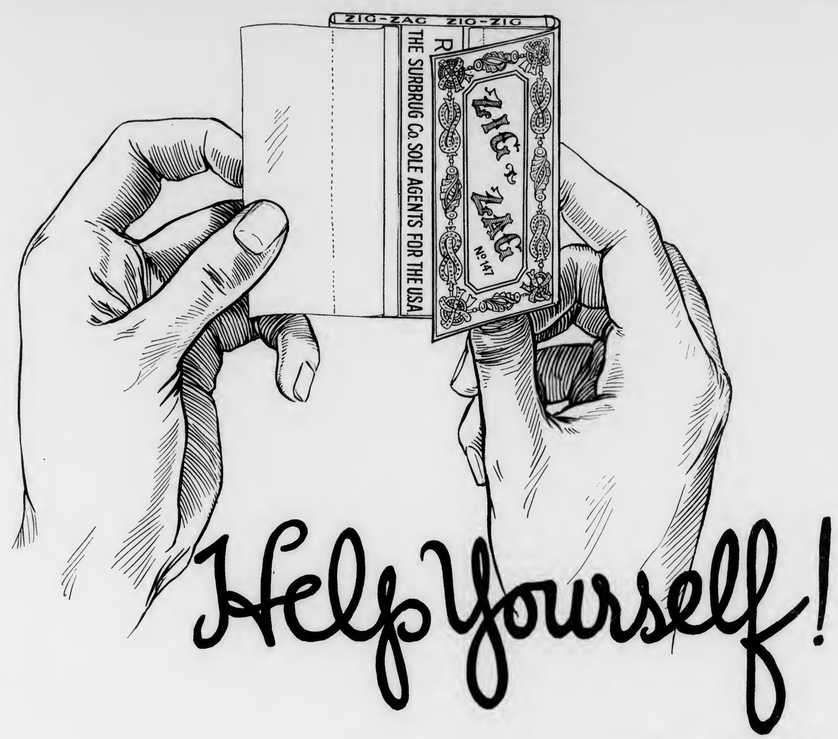
The decision of the United States Supreme Court holding to be constitutional and valid the anti-coupon laws of several of the States put an end to the perennial efforts made in Congress to control the so-called gift enterprise evil. Recent developments, however, indicate that the subject may be taken up for consideration by no less important a body than the Federal Trade Commission on the ground that the use of coupons, under certain circumstances at least, may constitute "unfair competition" within the meaning of the act under which the commission was created.

It is now reliably reported that informal complaints have recently been prepared for submission to the commission alleging that the distribution of certificates and prizes with the sale of certain merchandise, including tobacco products, constitutes unfair competition and should therefore be restrained. It is understood that one of the allegations in these complaints is that the certificates in question are being distributed not only to draw custom, but more specifically to injure competitors, the distribution being manipulated in such a way as to concentrate their use in those localities where their competitive value will be greatest and where the business of rivals can be most seriously affected. This movement has not yet reached the stage of formal action by the commission which, upon sufficient evidence in such cases, formulates an official complaint and further developments will be awaited with interest throughout the tobacco trade.

Price Maintenance Legislation

Important progress has been made during the past year looking to the enactment by Congress of a carefully guarded price maintenance law. This should be good news to the cigar and tobacco trades which, for the past two years, have furnished ample evidence of the necessity of granting to manufacturers the right to fix the resale prices of their products provided the consumers' interest is adequately protected.

(*Continued on Page 25*)



Help Yourself!

and go after the man who rolls his own. There are more of him every minute.

Go after him with Zig-Zag Cigarette Papers. He knows!

Imported Rice Paper—every sheet clean and fresh—no waste, tearing or gummy jagged binding—an improvement to any tobacco. Might just as well carry the best!

ZIG-ZAG
CIGARETTE PAPERS

Made in France by Braunstein Freres. Tobacco Products Corp., N. Y., Sole Agents for U. S. A.

SHADEGROWN

Connecticut, Florida and Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

(*Continued from Page 22*)

At no time in the history of the country has any Governmental agency shown greater activity in the enforcement of statutes and court decisions against price maintenance than has been exhibited by the Federal Trade Commission during the past year. This activity has naturally created a widespread impression that the assaults by the commission upon price maintenance have been based upon the immorality as well as the illegality of price-fixing by manufacturers, and many producers and dealers have therefore been unwilling to take any part in the nation-wide movement to bring about a more satisfactory state of affairs.

As a matter of fact the Federal Trade Commission so far from opposing price maintenance on the ground of immorality has recently made the important announcement that it is prepared to champion a carefully guarded price-fixing measure similar to the so-called Stephens bill, pending in the last three Congresses. The mainspring of the commission's campaign against price maintenance has been a series of decisions by the United States Supreme Court holding price-fixing to be illegal under the present state of the law. These decisions, the commission holds, made it mandatory to use every agency at its command to stop price-fixing until Congress should specifically legalize the practice. At the same time the necessity for the legislation referred to has become so apparent that the commission is prepared to do everything in its power to aid the business men of the country in obtaining the enactment of a satisfactory law.

In order that members of the Association may understand the position of the commission I beg to call your attention to the following extract from a special report to Congress which it has recently made for the purpose of defining its attitude with respect to price maintenance and in which it sets forth its recommendations for the enactment of a price-fixing law:

"The Supreme Court has made it clear that, in the present state of the law, the maintenance of a resale price by the producer is a restraint of trade and is unlawful.

"Such being the judgment of the Supreme Court, the Federal Trade Commission has enforced the law, even though it may have appeared to operate inequitably in some cases. In its enforcement of this rule, the Commission has been mindful that the cutting of a recognized resale price on well-established and identified articles has been, at times, indulged in for unfair trade purposes. When so unfairly used, such price cutting is attempted to be cloaked as lawful competition and justified by the Supreme Court decisions.

"Thus, both price maintenance and price cutting, under certain conditions, are found to be unfair and business men are perplexed. It is with the desire that this perplexity may be terminated that the commission addresses the Congress.

"It is urged, and the commission believes, with reason, that it would be unwise to vest with the manufacturers of articles the right, without check or review, both to fix and to compel the maintenance of resale prices. It is true that business practice inclines producers to fix the lowest possible retail price in order to secure the greatest possible sale of their products, but in the complex commercial organism functioning between the production of an article and its final sale, for actual consumption, both the wholesale and retail merchant are entitled to just compensation for useful service performed.

"It is similarly urged, that manufacturers should be protected in their good will created by years of fair dealing and of sustained quality of merchandise.

"The consuming public does not enjoy benefits by unfair price cutting to compensate it for the injuries following demoralization caused by price cutting. This for the reason that, in the long run, unrestrained price cutting tends to impair, if not to destroy, the production and distribution of articles desirable to the public.

"There must be a common ground wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such a ground has been a task of the commission and results in the following conclusions:

"(1) That producers of identified goods should be protected in their intangible property right or good will.

"(2) That the unlimited power both to fix and to enforce and maintain a resale price may not be made lawful with safety.

"(3) That unrestrained price cutting is not in the public interest.

"Bills now pending before the Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale contracts and a revision of resale prices, by a disinterested agency.

"Therefore, it is recommended that it be provided by law that if the manufacturer of an article produced and sold under competitive conditions, desires to fix and maintain resale prices, he shall file with an agency designated by the Congress, a description of such article, the contract of sale and the price schedule which he proposes to maintain, and that the agency designated by the Congress be charged with the duty, either upon its own initiative or upon complaint of any dealer or consumer or other party in interest, to review the

(*Continued on Page 27*)

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

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Two Brands that will Increase Your Business

John Ruskin IS IT TOO BIG?

Flor de MELBA The Cigar Supreme.

7c.—3 for 20c. 3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE

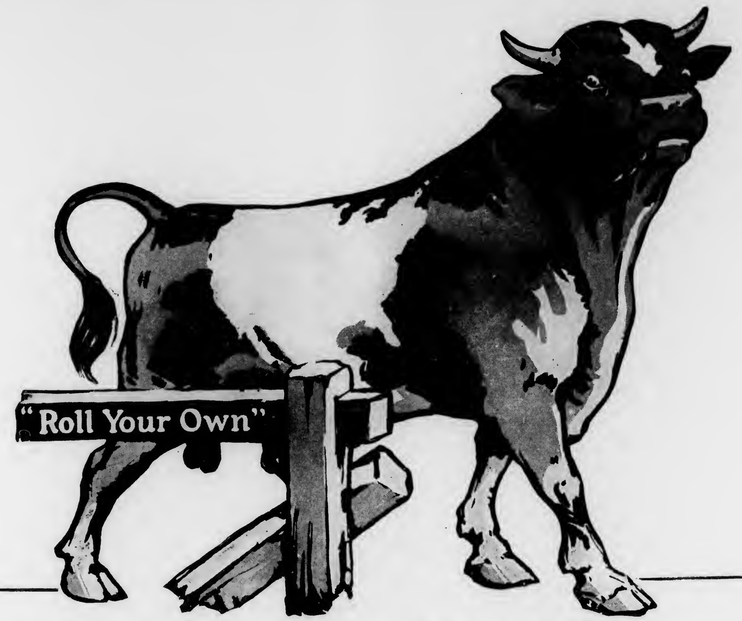
Both Brands Are Big Sellers

We Recommend That You Carry a Supply of Them

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World



HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE

"BULL" DURHAM

TOBACCO

10c

Guaranteed by
The American Tobacco Co.
INCORPORATED

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

(*Continued from Page 25*)

terms of such contract and to revise such prices and that any data and information needful for a determination be made available to such agency.

"Such legislation would seem to be in accord with the spirit of the times in that it is designed, by removing this perplexity, to promote the efficiency of manufacturing and commercial institutions and so to serve the interest of the consuming public."

The presentation of this report to Congress has greatly encouraged the advocates of price maintenance, who now confidently predict the passage of a well-balanced law within the coming year.

The Use of Trade Acceptances

In my last annual report I emphasized the value of trade acceptances which, during recent years, have done so much to expand commercial credits and to reduce credit risks. I regret that there has not been a more general adoption of this ideal credit instrument which, as I said a year ago, would render the cigar leaf business much more liquid.

The chief difficulty in the way of bringing about the more general use of these instruments is the feeling on the part of many members of the trade that acceptances are heavier obligations than open accounts. Acceptances, they feel, must be met on the due date, while many do not hesitate to allow an open account to run past due, relying upon the hope that the creditor will not insist upon payment, fearing that he may lose the customer's good will. In some cases also it is the custom of the trade to sell a manufacturer a year's supply on liberal terms, frequently indefinite, and therefore without fixed due dates, making settlement by acceptances impracticable if not impossible.

Perhaps a more logical objection to the use of acceptances is the fact that certain buyers are in the habit of anticipating payment of their accounts, taking the benefit of the discount for the unexpired time. These payments are dependent upon the condition of the cash in hand of the buyer who fears that if he has given his acceptance to the seller he will not be able to obtain the benefit of the discount when in position to make payment, as the seller may have made use of the acceptance at his bank and be unable to procure it for the buyer.

Notwithstanding these considerations, I believe the failure of our trade to employ the acceptance is due to lack of courage on the part of our members to insist upon business methods of merchandising. It should also be borne in mind that credits go hand in hand with security, easy terms being conditioned upon minimum risk. To the extent, therefore, that the creditor's risk is reduced by the use of the trade acceptance the credit of the debtor is correspondingly improved.

Passports

Owing to inadequate transportation facilities, insufficient accommodations for travelers in the leading European countries and the urgent requests of the governments of Great Britain, France and other countries that the issuance of passports be limited strictly to persons having important business, the State Department has sought and will seek for some months to come to limit passports to those who really need them and will deny them to persons contemplating mere pleasure trips. To this end an important requirement recently instituted will be strictly enforced, namely, applicants for passports for European countries, and even for Cuba and South American countries, will be required to produce letters from reputable business houses certifying that the proposed journey is to be made for strictly business purposes. So many reports have reached the State Department that false certificates concerning the urgency of proposed journeys have been filed by applicants for passports that all letters filed by applicants in the future will be closely scrutinized and in suspicious cases the facts will be rigidly investigated. Unusual care, therefore, should be taken in preparing passport applications and in obtaining the necessary certificates as to the business character and importance of the proposed journey.

I take this occasion to repeat the admonition which our Washington representative has frequently given, that applications should be filed at least thirty days, and preferably six weeks, before the passport is actually needed. Applications should be made to the nearest local office of the Passport Bureau and if presented in ample time and in compliance with the instructions to be obtained at such local offices it will not be necessary to secure any assistance in obtaining passports.

Under the new rules, passports are issued for six months only instead of a year, as heretofore, but may be extended twice for a six months' period each time, making the total life of the passport eighteen months. Passports employed on trips to foreign countries are usually taken up by collectors of customs at the port at which the holder re-enters the United States. Should it be desired to have the passport re-issued at an early date the holder thereof should make a special request of the collector of customs to forward the passport immediately to the State Department, as it can not be re-issued until duly received and recorded.

BETWEEN THE ACTS

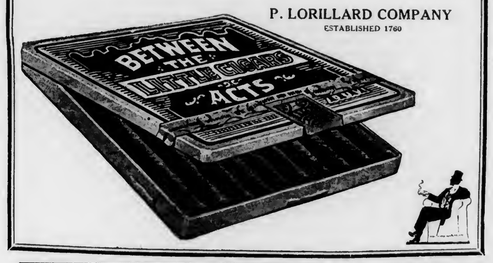
LITTLE CIGARS

Keep a Box of Fifty on Your Desk

All the satisfaction of a fine Havana cigar in an "appetizer" size. Just right when you've no time for a big one.

FOR A HUNDRED ODD INTERVALS

P. LORILLARD COMPANY
ESTABLISHED 1760



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Meeting 4th Tuesday of each month at Hotel McAlpin

LESLIE PANTIN
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Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

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145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Distribution of Crop Reports and Other Documents

The service to individual members instituted by our Washington representative several years ago and involving the prompt distribution of crop reports and other documents has been substantially enlarged during the past year. It now includes not only the official bulletins relating to the tobacco crop issued by the Department of Agriculture, but also the quarterly bulletins of the Census Bureau showing the quantities of leaf tobacco on hand, the revenue laws as enacted by Congress, the regulations of the Internal Revenue Bureau with reference to dealers in leaf tobacco and other rulings of importance to our trade.

The crop report service has proven of special value to our members. This is due in large part to the fact that the complete reports are reproduced the day they are issued and immediately placed in the mails, but an important factor in their increased value has been the greater care employed in their preparation and the consequent reliability of the official figures which for a number of years were so inaccurate as to be wholly misleading. The present organization of the Bureau of Crop Estimates of the Department of Agriculture is on a sound business basis and the monthly crop reports showing acreage, condition and probable yield of tobacco are among the most reliable and valuable of the Department's publications.

The prompt distribution of copies of the revenue laws and of special editions of the internal revenue regulations prepared for us by the Treasury Department have also been of much value to our membership.

Washington Representative

In the demands made upon the time and energy of our Washington Representative, Mr. W. L. Crounse, the past year has broken all records. The abnormal conditions due to the war have rendered unusually laborious the current work of his office, while the emergencies constantly arising and the necessity for promptly assisting individual members in their dealings with the Government departments have very substantially increased his burdens.

It will interest you to learn that Mr. Crounse has just completed the nineteenth year of his service with the Association. His long experience in Washington, his wide acquaintance among public men and his familiarity with Governmental affairs, no less than his loyalty to the Association, have steadily increased the value of his work. I heartily recommend his retention in the position he has so long and so satisfactorily filled.

Conclusion

In conclusion, I feel that I may properly remind you that in addressing you a year ago I said that we stood ready to defend our national honor with our dollars as well as our lives, and that the Government should never call on us for aid in vain. I believe we have all made those words good and that we have a right to feel that we have done our share in bringing the war to a speedy and victorious conclusion. This thought should inspire us in the work of rehabilitation now facing us and should give us confidence in undertaking any task that may confront us. The record of the American business man in war should serve as a guaranty of his ability to meet any conditions that may arise in time of peace.

JOSEPH F. CULLMAN, JR.,
President.

Lancaster, Pa., May 19, 1919.

APPENDIX C

Imports of Sumatra Leaf Tobacco

Calendar Year	Pounds	Value
1910	5,694,253	$5,526,178
1911	6,107,593	5,906,014
1912	5,906,014	7,664,402
1913	6,649,996	8,592,371
1914	7,688,514	9,744,750
1915	3,609,743	4,445,162
1916	5,673,286	8,233,193
1917	5,165,107	6,754,324
1918	7,035,566	10,010,162

The next annual meeting of the Tobacco Association of the United States will be held at the Chamberlain Hotel, Old Point Comfort, Va., June 26, 27 and 28. Independently of the advantage of the association with the delegates, a trip to this old and famous resort by those who have not been there, will be a very pleasant incident.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

FOR SALE—TO CLOSE AN ESTATE. Cigar factory and retail store, with pocket pool, billiard table, etc. A good going business. Good location in the city of Grand Rapids, Michigan. Cigar factory employs from eight to fourteen men. Ready market for goods. For information write to Grand Rapids Trust Company, Grand Rapids, Michigan.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

SALESMAN WANTED

SALESMAN WANTED TO CARRY LEAF TOBACCO SIDE LINE—Good live salesman, calling on good manufacturers in Pennsylvania, wanted to carry line of Florida and Georgia wrappers as a side line, on attractive commission basis. Address Box 501, care of "Tobacco World."

LONDON SHORT OF PIPES

American pipe manufacturers should take a quick hop to London if they have any surplus stocks to sell. "London Tobacco" in its May issue said: "Last month the tobacconist was advised to reconcile himself and his customers to higher prices for cigars. This month the pipe houses are despondent as to future supplies. The importers' shelves are in some cases bare, and nothing is in sight coming forward. Wholesalers may have good supplies, but these will become exhausted. It would seem that in the tobacco trade we have not yet touched the top in the prices of many articles. Actual shortage of supply is the root cause in each case. In Ireland, some tobacconists have asserted their independence by raising retail prices of tobaccos and cigarettes without any advance in prices by the manufacturers."

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
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The Standards of America
Lorillard's Snuff, : Est. 1760
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ATTA BOY:—41,117. For smoking, chewing and scrap tobacco. May 9, 1919. R. Whalen & Co., Rochester, N. Y.

AT-A-BOY:—41,118. For smoking, chewing and scrap tobacco. May 9, 1919. R. Whalen & Co., Rochester, N. Y.

ATABOY:—41,119. For smoking, chewing and scrap tobacco. May 9, 1919. R. Whalen & Co., Rochester, N. Y.

ATOBA:—41,120. For smoking, chewing and scrap tobacco. May 9, 1919. R. Whalen & Co., Rochester, N. Y.

EDGEWATER BEACH HOTEL:—41,121. For all tobacco products. May 14, 1919. George Schlegel, New York City.

31:—41,122. For cigarettes only. May 7, 1919. The Weideman Co., Cleveland, O.

COM. JOHN H. TOWERS:—41,123. For all tobacco products. May 17, 1919. American Litho. Co., New York City.

LT. COM. P. N. L. BELLINGER:—41,124. For all tobacco products. May 17, 1919. American Litho. Co., New York City.

LT. COM. A. C. READ:—41,125. For all tobacco products. May 17, 1919. American Litho. Co., New York City.

AIR CHIEF:—41,126. For all tobacco products. May 17, 1919. American Litho. Co., New York City.

PRETTY MILD:—41,127. For all tobacco products. May 15, 1919. American Litho. Co., New York City.

JONTEEL:—41,128. For cigars, cigarettes, cheroots and tobacco. May 16, 1919. Leon Liesenberg, Mason City, Ia.

DALMATIA:—41,129. For cigarettes and tobacco. March 31, 1919. Berberian Tobacco Co., Boston, Mass.

SOPHOMORE:—41,140. For all tobacco products. April 9, 1919. Trans-Pacific Trading Co., Chicago, Ill.

SIN MANCHA:—41,131. For all tobacco products. April 3, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

HAV-A-LITTLE:—41,132. For cigars, cigarettes, cheroots, smoking and chewing tobacco. May 19, 1919. Heineman Bros., Baltimore, Md.

COMMERCIAL AMERICAN TOBACCO CO.:—41,133. For all tobacco products. May 21, 1919. Turco-American Tobacco Co., New York City.

REDEMPTION:—41,134. For all tobacco products. April 3, 1919. Elson & Jelling, New York City.

NC-4:—41,135. For all tobacco products. May 19, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

LIMPIO:—41,136. For all tobacco products. April 3, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

EL MONTIARDO:—41,137. For cigars and all tobacco products. May 21, 1919. M. E. Starlight, New York City.

MARTERA GARCIA:—41,138. For cigars and all tobacco products. May 21, 1919. M. E. Starlight, New York City.

SUNNY LEAF SCRAP:—41.139. For tobacco manufactured in all its forms. May 17, 1919. The American Tobacco Co., New York City.

GENOA:—41,140. For smoking pipes. May 13, 1919. United Cigar Stores Co., New York City.

TRANSFERS

VAN KOVEN:—27,335 (Trade Mark Record). For cigars, cigarettes and tobacco. Registered Sept. 30, 1902, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to B. Payn's Son's Tobacco Co., of Albany, N. Y., May 22, 1919.

It is expected that Preston Herbert, who has resigned as head of the Tobacco Section of the War Department, will shortly conclude his work in that connection. His successor is his present assistant, W. L. Rubin, formerly connected with the General Cigar Company, assisted by Lieut. E. R. Biller, of the Quartermaster's Corps.

A. E. F. PURCHASES MAY CEASE

IN view of the tremendous surplus of tobacco and cigarettes which has been reported from the American Expeditionary Forces, it is probable that no more purchases of these commodities will be made by the War Department.

In a report just prepared by the statistical branch of the General Staff it is shown that there are now on hand with the American Expeditionary Forces 662,000,000 rations of tobacco and cigarettes. Based upon the requirements of the forces after April 1, with the estimated withdrawal of troops, this is more than six times the quantity which will be required, and it is asserted that the War Department will have, as a surplus 550,000,000 rations.

No announcement has yet been made as to what disposition will be made of this surplus. Tobacco and cigarettes do not form part of the regular ration in this country and, unless it is turned over to the various canteens, some steps will have to be taken to return it to normal channels of trade. If it is to be sold, however, it will be disposed of in such a manner as to disturb commercial conditions in the tobacco industry as little as possible, it being the aim of the War Department to resell to manufacturers wherever possible.

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The Tobacco World
Established 1881

Volume 39 June 1, 1919 No. 11

TOBACCO WORLD CORPORATION
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VOLUME 39 NO. 12

The TOBACCO WORLD

JUNE 15, 1919

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PHILADELPHIA

Volume 39

THE TOBACCO WORLD

Number 12

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, June 15, 1919 Foreign $3.50

Waiting For Prices To Drop Is Putting a Brake On Production and Distribution

SAYS Professor Irving Fisher, of the Chair of Political Economy of Yale University, "The main reason why business is not going ahead better is that most people expect prices to drop," And he also says, "Business men are going to find out that the clever man is not the man who waits, but the one who finds out the new price facts and acts accordingly".

We are reprinting in part from the paper by Professor Fisher on "The New Price Revolution".

This paper has a direct bearing on the cigar and tobacco business and should be read by every manufacturer, jobber and dealer.

"To speak of the present 'inflation' as temporary, is to assume that the normal prices are those of 1914", says Professor Fisher. "Business men should face the facts. To talk reverently of 1913-1914 prices is to speak a dead language today."

The world has passed through a great industrial and social revolution, and is still passing through it. It must be obvious that the changes in the old order of things occasioned by the war, must vitally affect the level of prices. This means a revolution in monetary values.

Most manufacturers agree that there can be but a slight recession in prices for the present, and as purchasers of raw materials and employers of labor they must know something about conditions.

The distributor, retailer and consumer, without any analysis, continue to believe that the end of the war means a decline in prices. Facts do not warrant this assumption. There is a very definite relation between the earning power of an individual and the cost of living.

It must be obvious that the great regulator of prices is supply and demand. This war by changing great establishments of every character into plants producing things needed directly and indirectly for the war has thrown the normal production of the world entirely out of gear. It will be months before some lines can begin to produce again on the pre-war basis. Machinery for normal lines of production was displaced by war-working machinery. Skilled labor has been scattered to the four parts of the country. This condition cannot be overcome in a month or two months. Meanwhile stocks of merchandise fall below normal and the manufacturers are unable to immediately restore the old scale of production.

Again, merchants fail to buy because they expect a decline in prices, and without orders the wary manufacturer is slow in buying raw materials and in restoring his old scale of production. If there is no buying there is a consequent decline in sales because without employment people cannot buy. Again, without production there remains a scarcity of merchandise and prices remain high if not higher.

Herewith we reprint extracts from Professor Fisher's paper on this subject and we believe that it should be read and distributed throughout the entire tobacco trade:

"The main reason why business is not going ahead better is that most people expect prices to drop. The merchant is selling, but not buying. The manufacturer holds up the purchase of his raw materials. People quote the disparity between present prices and those prevailing 'before the war', and decide they will not buy much until present prices get down to 'normal'. This general conviction that prices are sure to drop is putting a brake upon the entire machinery of production and distribution. Readjustment waits because we keep on waiting for it. We have waited in vain for over three months. It is interesting to observe that many manufacturers think that prices must come down, including the price of labor; but they are ready to demonstrate to you that their own prices can not come down, nor can they pay lower wages. Almost everything they buy somehow costs twice as much as before the war, and their labor is twice as dear. They can not pay their labor less if labor is to meet the increased cost of living. Now, as a matter of fact, when we investigate almost any individual one of the so-called high prices for industrial products we are likely to find that individually it is not high; that is, it is not high relatively to the rest. Our quarrel is with the general level of prices.

"The general level of prices is dependent upon the volume and rapidity of turnover of the circulating medium in relation to the business to be transacted thereby. If the number of dollars circulated by cash and by check doubles while the number of goods and services exchanged thereby remains constant, prices will about double.

"The great price changes in history have come about in just this manner. The 'price revolution' of the sixteenth century came upon Europe as a result of the great influx of gold and silver from the mines of the New World. Europe was flooded with new money. More counters were used than before in effecting exchanges and prices became 'high'. People talked then of temporary 'inflation', just as they talk of it now. But it was not temporary; it was a new price level.

"A similar increase in prices all over the world occurred between 1896 and 1914, following the discovery of the rich gold fields of South Africa, Cripple Creek and Alaska, the invention of the cyanide process in mining, and the vast extension of the use of bank credit.

"Many people, referring to this inflation in the circulating medium, and assuming that it is temporary, are waiting for this inflation to subside. When we speak of inflation we mean more circulating medium than is needed to transact the business of the country on a given price level. But what price level? Some people mean the price level of 1913-14. Our currency is certainly inflated in terms of the prices of that period, just as the currency in 1914 was inflated with respect to the prices of 1896, but our currency is not inflated at the present time relative to the new level of prices in the world which the war has brought. The country's volume of money will have to be judged in terms of this new price level, not in terms of a price level that is past. To speak of the present 'inflation' as temporary is to assume the very thing about which we are contending—to assume that the normal prices are those of 1914.

"Let us examine the factors upon which any future price movements must depend.

"1. Gold will not return to circulation.—No great effect in the direction of falling prices can be expected from any return of gold and other lawful money into daily circulation. Such a reversion would be contrary to monetary experience everywhere. When people have learned to leave their gold and silver in the banks and use paper money and checks instead, they find the additional convenience so great that they will never fully return to the old practice.

"2. No great outflow of gold through international trade.—It should be noted that many of the former reasons for a flow of gold from America abroad have disappeared. We used to owe Europe a huge balance of interest payments upon American securities she held. The situation is reversed today. Moreover, Europe must pay us money for the materials we will send her for reconstruction, or at least pay us interest on credit we will extend her. Thus our exports will probably exceed our imports during the reconstruction period. We used to pay ocean freight money to foreign carriers; today the American merchant marine will keep in American hands tens of millions of dollars of freight ocean money. The huge volume of American tourist travel abroad, for whose expense we had to settle, has stopped and can not resume for a year at least. For all these reasons the lines are laid for a movement of gold from Europe here rather than a movement of gold from America to Europe.

"'Yes, but', people say, 'wait until trade is resumed between the United States and Europe, then surely "low-priced European goods" will flow over here in such enormous volume that they will liquidate all annual obligations to us in goods.' Ultimately Europe must pay her obligations to us in goods, but it will take many years. Meanwhile she needs our tools, machinery and raw materials for immediate reconstruction.

"Business men should face the facts. To talk reverently of 1913-14 prices is to speak a dead language today. The buyers of the country, since the armistice, have made an unexampled attack upon prices through their waiting attitude, and yet price recessions have been insignificant. The reason is that we are on a new high-price level, which will be found a stubborn reality. Business men are going to find out that the clever man is not the man who waits, but the one who finds out the new price facts and acts accordingly."

New Regulations Sought For Unstemmed Leaf

NEW regulations surrounding the dealing in unstemmed leaf tobacco are sought by Representative Garrett, of Tennessee, in a bill he has just introduced into Congress.

Mr. Garrett's bill provides that unstemmed leaf in the natural leaf, in the hand, and not manufactured or altered in any manner, raised and grown in the United States, shall not be subject to any internal revenue tax or charge of any kind, and it shall be lawful for any person to buy and sell such tobacco without payment of any tax.

The bill classifies dealers in leaf tobacco and retail dealers in leaf tobacco, as at present, and provides for the registration of the latter with local collectors of internal revenue. Any retail dealer in leaf tobacco, however, will be permitted to sell natural leaf in its condition as cured on the farm, in the hand, and not manufactured in any way, except to manufacturers of tobacco, snuff or cigars, without the payment of any tax on such leaf, and so much of section 704 of the new revenue law as is inconsistent with this provision is to be repealed.

The furnishing of statements of sales of leaf by all retail dealers is provided for and a fine of $50 for each offense will be incurred by those who fail to make such statements.

C. L. L.

Selling Our United States Tobacco Products in Latin America

By Alfred Thomas Marks

THE itinerary of the traveller who plans to cover South America in the shortest possible time and without unnecessary expense should be a matter of careful study. At best, the trip is one which should not be undertaken without careful preparation and an intelligent comprehension of just what it involves. Many failures to get the best results in South America may be traced directly to inadequate preparation—taking too much for "granted," and depending upon methods which have been found to operate satisfactorily in the home market.

Statistics just available at the United States Bureau of Foreign and Domestic Commerce show that our exports of tobacco, manufactured and unmanufactured, to the Latin-American countries for the year ended on March 31, 1919, were $1,021,599, subdivided as follows: Leaf tobacco, $920,181; cigarettes, $22,642; cigars, $10,927; plug, $15,674; smoking, $29,906; all other tobaccos, $22,629. In the year ended on March 31, 1918, the total in these same lines to Latin America was $939,800.

In this connection it should be remembered that the more than a million dollar trade was done while our country was on a war basis, with the inevitable curtailment of raw materials, labor and transportation—all of which were serious obstacles to foreign trade. If this amount of tobacco export business can be piled up under these conditions, what may not the industry do with these obstacles removed?

It is essential in going about a selling trip in Latin America that we understand several all-important phases of the enterprise, the chief of which is that we are to deal with peoples whose viewpoint on trade, as well as on many other subjects, is almost diametrically opposite ours. We are dealing with people who are naturally suspicious of us, and who are inclined to hold to the theory that a man must prove himself their friend before they cease to consider him their enemy. Stated differently, that a salesman is guilty of harboring some intention of "doing them," if he can until he proves to their satisfaction that he has no such intention. In a word—he is guilty until he proves himself innocent. The other side of the picture is that, once you have gained the confidence and friendship of the Latin-American, it is a permanent and valuable asset—he sticks to you and buys your goods through "thick and thin."

While the ability to speak Spanish will be found to greatly facilitate business intercourse, and save the expense and annoyance of an interpreter, it is nevertheless not absolutely essential; besides, Portuguese is the national language of Brazil, one of the greatest of our Latin-American tobacco markets. The inability to speak either of these languages need not operate against undertaking the Latin-American selling trip. More than half the foreign traveling salesmen visiting South and Central America—not only from the United States, but from Europe as well—do not speak the languages of the country, but depend upon native interpreters, which interpreters are also utilized to assist in carrying samples and luggage.

Leaving New York, the traveller usually makes Rio de Janeiro, Brazil, as a first stop. This requires sixteen days; six days more bring him to Montevideo, Uruguay, and another day lands him in Buenos Aires, Argentina, one of the handsomest and most modern cities in the world. From here he crosses by the Trans-Andean Railway to Santiago, Chile, on the west coast, and from thence he travels north to Valparaiso, Lima, LaPaz, Guayaquil, Bogota and Central-American points, passing through the canal on his return to the Atlantic, and covering Cuba and Porto Rica on the home trip. If desired, a diversion can be made to Mexico before visiting Cuba. The trip can be made in ten weeks or in twenty weeks, or more, depending upon the number of points touched and the time spent in each.

It is very desirable that the traveling salesman in Latin America should have some documents certifying to his connection with the firm he represents and to his identity. A power of attorney is also essential in case the traveler expects to have occasion to enter into any legal contract or business for his firm, or to appear in court.

Licenses to do business are required in most of the Latin-American countries by the various provinces and municipalities. While in most of these countries the license fees are small, in some of them—notably in Argentina, Bolivia and Uruguay—they are sufficiently high to make it desirable to find some legitimate means of avoiding their payment. This is usually accomplished by having the traveler affiliate himself with some local importing house or customer of the house he represents, so as to enable him to do business as an agent of the local firm, in which case he will not have to pay a license. In Argentina, there are license fees for each separate province or territory. In Bolivia, the collection of the license fees is usually "farmed out" to private companies, and travelers are generally able to secure material reductions. A promising movement is now on foot to arrange a plan by which a single license fee will be exacted for all South America.

The customs treatment of samples is essentially uniform throughout South America. Samples without commercial value are admitted free of duty without any special formalities, while samples having a commercial value are admitted under bond or upon deposit of an amount sufficient to pay the duty in case of failure to re-export them within a certain time limit. In most countries a definite time limit is specified for the sending out of the country of samples, but extensions are freely granted on request. In some of the countries of South America re-exportation must take

place through the port of original entry, while in others samples may be re-exported through any port.

The commercial traveler visiting South America should also be provided with a "To whom it may concern" letter of introduction from the firm he represents, so that the merchants he may call upon will know that he is the bona-fide representative of the firm. An even better and more resultful method of introducing a firm's representative to the Latin-American buyer, and which is more courteous and appreciated than an open letter, is to write the foreign buyers, as far as this may be possible, that the firm's representative has sailed for that country and will in the near future give himself the pleasure of a call upon them. This accomplishes much more than the mere presentation of a business card.

Then, there should be mentioned the matter of traveling expenses in Latin America—and this is a subject not clearly understood and appreciated by most of our American exporters. There is constant complaint by American commercial travelers that their houses raise objections to the size of their expense accounts, and the necessary items entering into them seem to be much better understood by European exporters. Transportation difficulties, customs charges of all kinds, taxes on commercial travelers, and different usages in the Latin-American business world pile up expenses which are quite unknown in the United States. Especially is this true of a salesman traveling with samples. The details of looking after the shipping of trunks, getting them through the customs, lighterage on the west coast, etc., often take so much time and attention that in cases where a number of trunks are carried many European firms employ an extra man to accompany the salesman and look after the samples and baggage. Charges are also much higher for an inexperienced man who is not familiar with some of the practices of the country, as prices asked for porterage, unloading, lighterage, etc., are often regulated only by what an employe thinks he can obtain.

Hotel and sample room rates are high in Brazil, Argentina and Uruguay, and decent accommodations, with a sample room and meals, will average $12 to $15 a day in those countries. On the west coast the prices are somewhat more reasonable. Including everything, a man cannot well get along on less than $10 a day, and this means extremely careful expenditure, and very little entertaining of "prospects" at first-class hotels.

Inquiries of well-informed sources by the writer brings out the fact that a large percentage of the sales of tobaccos in Latin America are made by salesmen carrying these goods as "side lines." Our exporters will appreciate how materially this plan reduces the expense of selling the goods; and, properly carried out, should meet the needs of all except the largest exporting concerns. Where a commercial traveler is carrying lines which are absolutely non-competitive, yet in a measure related, such as pipes, humidors, smokers' articles, etc.—or even where the lines carried are not related, as in one instance coming to the writer's attention where a salesman carried a line of cigars and cigarettes with crackers and biscuit—the "side-line" plan will work out nicely as a "commission-on-sales" proposition, and especially for houses going into foreign trade as a new venture.

A point we should always keep in mind in planning our Latin-American campaigns is that you cannot "rush" the South-American trade; friendship comes first; your buyer must know you; it is simply impossible to sell a house "between trains," as is frequently done in this country. But the Spanish-American is, above all things else, loyal to his friends, and trade once established on this basis is as near permanent as any trade can be. This is what gave the European exporters such a wonderful grip on the Latin-American markets—they studied the people, and shrewdly cultivated the traders before they said a word about trade.

Finally, the one big, outstanding fact we should not lose sight of in considering the Latin-American export trade for our tobacco products is that it is a trade we have a better chance of winning permanently than any other—and also a trade we would probably also lose quicker than any other provided we are not able to meet our European competitors and to fight them with their own weapons. Just as the South Americans demonstrated that they were hide-bound and everlastingly tied up to European sources of supply in these goods when they, in so large measure, adopted our products, just so are they capable of turning their backs on us and going back to the old producers in case we lapse in our trade obligations to provide for them the tobaccos they want at prices they can and will pay. There will be no elimination of competition in the later-on hunt for trade, and it should be remembered that the several European countries which built up the big tobacco business in South and Central America prior to the war know how to go about the game of winning it back. The tobacco exporters of Europe will be not a whit less able to take care of their Latin-American trade after the war is over than they were before, once they get back on a producing basis.

We must be stronger than we are today to hold onto it.

Latin America offers us a trade field of one hundred millions of people—a market which is ours by all rights of contiguity and community of commercial interests. We must make ourselves equal to the job of meeting its needs or it will take its business elsewhere.

Tobacco Products Stockholders Get Purchase Rights

The Board of Directors of the Tobacco Products Corporation have authorized the sale to its stockholders of 256,000 shares of the stock of the Tobacco Products Export Corporation, its subsidiary corporation, recently organized under the laws of the State of New York, and has acquired all of the assets relating to its foreign business, including the foreign rights of all the various brands and investments of the Tobacco Products Corporation in London, Cairo, Canada, China and other foreign locations.

Do You Believe In Signs?

By Frank Farrington

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HOW do signs and show cards influence you?

If you are walking along the street and pass a store on which appears the sign "SHOES", does that have any special tendency to sell you shoes? Does it tend to create in your mind an inclination to buy shoes? Does it make you want shoes?

"No" to all the questions. If you are out looking for a place where shoes can be bought, it serves to tell you what you might even then learn more quickly through the windows—that there is a shoe store. But as for the sign "SHOES" exerting any influence over you, causing you to buy shoes, absolutely not. And yet, why shouldn't the shoe man use a sign that would say enough more or put enough point into what it said to help create an interest in buying shoes and in buying them right there?

No, I know you are not in the shoe business, but isn't it much the same with cigars and tobacco? There is a difference. Men do often go out on the street looking for a place where cigars are sold. Plenty of smokers every day are ready to drop in and buy smokes anywhere where they are to be had. But, for all that, the signs of a cigar store may be such as to have an influence and do more than merely say "CIGARS", for the benefit of the man who is looking for a place where he can buy smoking timber.

The signs you use in and around your store are advertising. If they live up to that name, they must really advertise. That means that they must do more than simply say "CIGARS".

If you are doing other advertising over your name, spending part of your advertising expenditure in telling smokers that you are a reliable dealer in cigars, then your sign must help you to cash in on that advertising of your name, by coupling up name and business. Not merely "CIGARS", but "Tyler—Cigars". Then you have told the observer that there is the place where the Tyler whose advertising he has seen, does business. That sign ties up the advertisement and the store. Without your name on the outside of the store, the newspaper advertisement which you have used to ask for business may simply have interested a reader who will not think to recall your address except in a general way, and he will fall for the appeals of the signs of other stores near you.

There ought to be a big sign outside of your store that would identify yours as a cigar store and that sign ought to be visible night and day from all along the street. It ought to have some feature that will make it stand out from the rest of the signs in its neighborhood, particularly if the other signs number among them some cigar store signs.

It is not making a sign big necessarily that makes it conspicuous. In order that your sign may dominate, it may not be necessary to make it bigger than any other sign. If you can make it bigger, you may be able in that way to make it dominate, but that is seldom possible and it might be too expensive.

Make the sign brighter at night by higher powered lights. Make it brighter in the daytime by the right sort of lettering. If other signs around you are dull-colored, make yours bright by using large white lettering on a black ground. If there are lots of bright, flashy signs around you, make yours distinctive by using a peculiar shape or style, such as a round sign board and letters of roundish style, fat and curving, or a sign board that is distinctive by reason of being rustic, or cigar-shaped or an imitation of the sign board of an old inn. Get some unique design that fits the style of your shop.

Incidentally it might be said that there is a good deal to be said in favor of developing a tobacco shop into a place unique in appearance through the individuality of decorations, just as a certain type of designing and decorating is followed in many restaurants, tea rooms, rathskellers, etc.

But the main thing is, get up an outside sign that will stand out from all the rest and be noticed. Then make this sign work for you and only you by getting your name on in smaller letter that will not interfere with the outstanding "CIGARS".

Don't stop with this one sign which is to advertise your store through all the neighborhood within sight of it. See that you have a set of signs suited to catching the eye of people closer to the store. The big sign is very likely to be indistinguishable by a man right in front. If it reaches half a block away, it does not catch the eyes of passersby. Get them with signs under the windows, on the glass up high enough not to interfere with displays, on the door, on the walls at the sides of the windows—wherever there is a vacant space suited to a sign.

It is not my idea that the whole store front should be plastered with signs like a fly-by-night clothing concern's place of business. But select such spots as are suited to sign use and use them intelligently. If the windows set up two or three feet from the pavement, under the windows is a space where a good sign can be placed, one beneath each window. One way to use this space is to place there signs supplied by manufacturers of the lines you are pushing. If you can get high class signs of this sort, they are valuable, particularly if they represent largely advertised lines, but it will cheapen the appearance of your store to stick up anywhere on the outside manufacturers' signs that have no class and that are in color and style entirely out of harmony with such a scheme as you are endeavoring to follow in trimming your place.

Then, these manufacturers' signs do not have your name on them. I think it pays to have a small strip sign made to go with each such sign unless there may be room on the sign itself to have your store name lettered in. For example, a sign for "CLASS" cigars would be made more valuable to you if you put in the upper left hand corner, "Tyler's—Agency for". By coupling your own name with the advertised product in this way you make it appear that you are a

sort of special representative and you show that this is your store. You want passersby to be able to see at a glance at your store front whose store it is.

A man who is not thinking at the moment of buying cigars, if he sees your name when he is passing, may be reminded of some advertisement he has seen in which you have advertised something he thought he would like to get when he happened along your way, or he may be reminded that some friend gave him the other day a cigar which he liked and when asked where he got those cigars, the friend replied, "Down at Tyler's." Don't fail to have your name a prominent feature on the front of your place of business.

A cigar store can use signs that are less dignified than those essential for a merchant tailor. You can put more pep into your signs and make it a profitable thing. Dignity is all right to a certain extent, but in the cigar trade you don't need to stick too closely to dignity.

Signs that make people who pass think you are a real live wire will set their tongues wagging about your store. Old-fashioned signs that merely indicate that you are there, running a cigar store, do not go far enough to get the trade in competition with chain stores and modern merchandising methods.

See that your signs have some punch to them and are so worded that they make the observer take notice. Study the signs of live dealers in other lines than your own. When you find yourself heeding a sign advertising clothing, see what there is about that sign that has interested you and figure out how you can apply that idea to a sign for your own business.

You are being influenced every day by signs and by other forms of advertising. You can use these same ideas in some adapted form if you will.

You should seek to make your smaller signs something more than mere signs, making them into advertising by saying something in them. When you say "Cigars", you do not advertise your business much. When you say "Porto Rican Cigars", you make an appeal to men looking for a certain type of smokes. When you say "Porto Rico's Best Smokes", then your sign appeals to smokers in a very definite and direct manner. When you go still farther and say, "Best Porto Rico Cigars Moderately Priced", you make a short, sharp advertisement out of your sign and it has a message for every liker of Porto Rican cigars.

These smaller signs on the front of the store can be used to carry just such messages. It is not necessary to leave up the same signs indefinitely. Your big sign may remain the same, unless it is necessary to change it in order to make it dominate the situation. But the small signs may change often enough to keep giving the smokers a new message.

By using frames with waterproof protection of the sign within, you can change the signs easily and frequently with only the cost and trouble of printing the new card to go in the frame, and if you cannot letter well with a brush, you can buy rubber type that will make good signs.

Signs of the sort you can make in this way can be used inside the windows and they can be used in the doorway and on the doors where they will be protected from the weather sufficiently so they will keep fresh for weeks. At all events they must look fresh. Any sign that gets to looking soiled or dingy is an advertisement of shiftlessness rather than of good cigars.

Your sign should be inviting in appearance, making the observer feel that it represents a careful dealer who takes pains with his establishment and therefore with the selection of his stock. A store otherwise perfectly well ordered may get a black eye by reason of a dingy sign—and the proprietor may give proper attention to everything else and forget the sign because it has been there until he never notices it. But the outsider notices the sign and he judges the store by it, just as the man you meet may judge you by the condition of your collar when you haven't noticed that it is soiled.

Whether you give your signs much attention or not, or believe in their effectiveness, they are counting for or against your business every day and if you are foxy, you will see that they count for you. Get out on the sidewalk and study your store front and see what you can do in the way of signs. Look yourself over from the point of view of the man in the street.

Bill For National Trade Mark

Washington, D. C.

THE adoption of a national trade-mark to distinguish merchandise manufactured or produced in this country and used in commerce with foreign nations and between the States is provided for in a bill which has just been introduced into the House of Representatives by Congressman Sims of Tennessee.

This bill, which has been referred to the committee on interstate and foreign commerce, is similar to measures which were introduced during the last Congress but failed of passage, and authorizes the Secretary of Commerce to have designed an appropriate trade-mark, suitable for affixing to any merchandise or to its coverings or containers.

The registration of this trade-mark by the Commissioner of Patents is provided for, and also its protection under the trade-mark laws of foreign countries, which is to be sought in the name of the Government. Upon application by a manufacturer in this country, and payment of a fee, the Secretary of Commerce is to license him to use the trade-mark upon his products. Penalties are provided for use of the mark without Government authorization, but its use by manufacturers engaged in foreign trade is not to be made compulsory.

Increasing Business With Candy Side Lines

By Robert F. Salade

IT is an interesting fact that within the last few years tobacco dealers in general have been paying more attention to the matter of "side lines" than in the past. Today, even the larger retailers, such as the United Cigar Stores Company, for example, are handling "side issues" like playing cards, chewing gum and candy, in addition to their regular lines of cigars and tobacco. No argument is really necessary to prove that the proposition pays, but it requires study and experience before the tobacconist can tell what side lines may be carried to the best advantage.

Many dealers have found by practical experience that there is more profit to be gained through carrying only a few swift-selling specialties like Chocolate "Buds," and well-known brands of chewing gum, rather than through handling a wide variety of "sweets" and novelties. Several successful cigarmen informed the writer that playing cards, gum, "Buds," "Tootsie Rolls," "Fruit Hearts," "Bobs," and "Tabs" sell actively every day of the year, and that on account of these goods moving rapidly, it was possible to always maintain a clean and fresh stock. This is an important point for the dealer to consider—that of keeping new stock. When things like candy move very slowly, it is of course difficult to furnish the customer with fresh goods.

"Fruit Hearts" and "Chiclets" seem to be among the most popular things in chewing gum. "Tabs" and "Bobs" are also in great demand. One dealer, who keeps a first-class cigar store in the neighborhood of Seventh and Chestnut Streets, Philadelphia, stated that all four of the specialties referred to were among the "best sellers' in his shop. He mentioned the fact that many business men (as well as men in all walks of life) are steady users of chewing gum. This dealer keeps a supply of the well-known brands of gum on one of the show-cases near the counter where purchases of cigars and tobacco are made. The buyer can hardly help noticing the display. The reader will recall the old saying, "Goods well displayed are half sold." It is surprising for one to see the large number of customers who first "glimpse" this exhibit of chewing gum, and who then ask for packages of it.

Among the leading retail cigar and tobacco stores of the Quaker City is one located at 35 S. Sixth Street, owned by L. Lohren. It is a handsome shop, as to the show-cases and general furnishings, and it is stocked with a very complete line of cigars, tobacco, cigarettes and smokers' articles. The window display is always attractive and interesting. The house is considered as sort of a headquarters for pipes of the better quality. Occasionally, "special sales" of pipes are conducted and they have terminated very successfully. Mr. Lohren also carries a stock of chewing gum, mints, etc. Boxes of these goods are displayed on one of the show-cases, next to the counter where cigars, tobacco and pipes are passed over to customers. The amount of gum, mints, etc., that is sold during the course of a year we will leave to the reader's imagination. It is enough to say that it is a large amount.

Numerous tobacconists, whose shops are located near railway stations, or in the main business sections of towns and cities, have found it profitable to carry high-grade chocolates and candies, packed in half-pound and one-pound boxes; pencils, writing paper and envelopes, souvenir post cards, novelties, etc. The idea of cigar-store men handling newspapers and magazines is so general that it does not need mention here. The point that the writer is trying to make clear is that it will pay every tobacconist to "push" certain side-issues which are useful and desirable to the average buyer of cigars, cigarettes and tobacco. Small things like packages of chewing gum, "Life-savers," "Buds," and "penny" chocolates and candies, always sell lively during all seasons of the year.

Lively sales of the "little things" suggested mean "quick turn-overs" of money for the dealer. Suppose, for instance, that the dealer invests ten dollars in Chocolate Buds, and that within a few days all of the Buds have been sold with a fair margin of profit. The dealer has had the advantage of a "quick turn-over" of his ten dollars, and he may repeat the operation over and over again, making a profit on every "turn-over," of course. This method of retail selling is certainly better than the plan of stocking up with goods which remain for months on the shelves before being sold. The public wonders how cut-price tobacco dealers make money by selling their product at such low figures. Men in the trade know why the price-cutters are often successful in business—it's the quick turn-over of money invested that does the trick. The reader is to understand that we are not advocating price-cutting. We mention this merely to demonstrate the quick turn-over idea. When you handle "side-issues" make a careful selection of goods that will sell rapidly.

Statistics recently taken prove that candy-eating among the American people has been greatly increasing during the last ten years or so. Men in particular are more and more becoming "addicted" to the habit of eating sweets. The World War has had lots to do with this increase of candy-eating among the male sex. Why? Because millions of mothers, wives and sweethearts sent thousands of tons of candy, chocolates and chewing gum to their "boys" while they were in military service. Naturally, the soldiers formed a stronger liking for confections. It is an excellent habit—that of candy-eating—provided that it is good candy. Sugar in the right proportion helps in making strong and healthy people.

With the passing of the saloon and strong drink in this country will come a still greater demand for confections of all kinds. What does all this mean to tobacco dealers? Something decidedly important. It means that the dealers can easily sell larger quantities of chewing gum, mints, chocolates and candies, for the simple reason that the public demand for confections is constantly increasing. Think of it! More than two

millions of American warriors returning home with a stronger desire for confections than before they went away. Nearly all of these men are also smokers, and are therefore patrons of cigar stores. Doesn't it follow that when these ex-soldiers see displays of chocolates, mints, chewing gum and candies in cigar stores they will be "moved" to buy some of the sweets?

Not a few of the tobacconists have soda fountains in the front sections of their stores where all kinds of soft drinks are dispensed. The thirsty traveler, on a hot summer's day, comes in for the purpose of buying a cigar, but when he sees the tempting soda fountain, he buys a drink in addition to the weed, and he congratulates the dealer for offering such excellent service. All tobacco-men are not in a position to operate soda fountains in connection with their business for various reasons, but all may at least arrange to handle a standard beverage like Coco Cola. It does not require a large amount of floor space, and an expensive fountain, to dispense cold drinks such as root beer, ginger ale, sarsaparilla, and orangeade. The beverages, in small bottles, can be kept in a refrigerator, and can be sold over the counter. It would be well to have a couple of small tables and a few chairs in the salesroom, although the chairs and tables are not essential. The average man is not particular about sitting down in front of table when enjoying a drink.

Safety razors and shaving soap forms a desirable side line for any dealer, no matter how large or how small his shop may be. Other popular specialties include the following: Pen knives, pens and pencils, playing cards, checker boards and sets, small framed pictures, collar buttons, books, writing inks, writing paper and envelopes, memorandum books, wallets, fancy paper novelties, flags, base balls and bats, fishing tackle and so forth.

All of the goods suggested can readily be sold by means of attractive window and store displays. "Special sales" of things like writing paper, playing cards, boxed candy, pictures, books, games, etc., help in winning new customers, who in many cases, buy cigars, cigarettes and tobacco in addition to the "special" advertised. When conducting a special sale of any popular specialty the dealer should arrange an exclusive window exhibit of the merchandise in question. Have a placard hand-lettered, announcing the sale, and place the sign in the window along with the goods featured. A sign reading like the following will attract unusual attention, and will "pull" new patrons into the store:

EXTRA SPECIAL
For This Week Only
Best Quality
PLAYING CARDS
22c. a Pack
"A Good Buy!"

Whenever possible to do so, the dealer should try to add side-lines which are nationally advertised, and in a measure he will gain some of the benefits of the advertising. Spearmint gum, for example, is nationally advertised. It is always of advantage to carry lines that are favorably known rather than goods which are entirely new to the public. *Never under any circumstances attempt to sell anything that is not of good quality, like for instance, an imitation of a nationally-advertised article.* You cannot afford to carry any line of that class because it would eventually injure your business. The manufacturers of well-known goods guarantee the quality, and you have nothing to worry about in that respect.

Cigarettes in Hongkong

THERE was a decrease in the imports of American tobacco into Hongkong in 1918 as compared with the previous year, as a result of high freights and high prices for tobacco in the United States. The total imports of American leaf during the year are estimated at a little over 5000 tierces and hogsheads, compared with about 5600 tierces and hogsheads in 1917. Of this amount all but about 200 tierces and hogsheads were imported for the large cigarette factory in Hongkong. During 1917 the monthly consumption of this factory amounted to about 450 tierces and hogsheads of American tobacco and about 10,000 pounds of Chinese and other tobacco. During 1918, however, its consumption of American leaf dropped to about 400 tierces and hogsheads monthly, while its consumption of Chinese and other tobacco went up to about 25,000 pounds. The factory is now turning out about 200,000,000 cigarettes a month, an increase of nearly 30 per cent. over the previous year. The capacity of this factory, which is constantly expanding the mechanical side of its business as well as increasing its sales, has been increased by the addition of a number of American machines during the year.

Lower freight rates from the United States and lower prices for tobacco have already led to a change in the course of shipments from the United States, and the indications are that the current year will be one of the best, if not actually the best, in the way of imports of American leaf.

Uncertainty still exists as to whether the large import of Chinese tobacco into the United States for use similar to that of Turkish and other Oriental tobaccos, which reached so high a point in 1917, will be more or less permanent. The shipments of such leaf from Hongkong in 1918 fell off materially because of the embargo and other conditions, the record for 1918 being 294,626 pounds valued at $132,751 as compared with 1,235,031 pounds valued at $461,474 in 1917 and a total value of $110,994 in 1916. Shipments so far the current year have been irregular, but toward the close of the first quarter have assumed even larger proportions than heretofore. Trade from Canton and Hongkong in this item during 1919 will be large even if it does not exceed the volume of preceding years.

Selling Wrinkles in Favor of the Cash Register

By Clarence T. Hubbard

THE constant thought of every progressive tobacco dealer is "how can I sell two cigars were I sold but one before." Or it might be pipes, cigarettes, chewing tobacco—even candy or magazines he thinks about. Or as many cigar men are planning, even soda!

Aside from general advertising and proper salesmanship there are many little wrinkles to be found here and there which are a help as sales builders. Take the cigar end for example. Many little stunts exist that when put in practice will help bolster up the gross sales of this department.

One cigar man helps along sales by posting on a special bulletin board all of the large cigar advertisements appearing in national and trade magazines. For illustration, one of the cigar concerns whose brand he was handling ran a series of advertisements in which they reproduced a life-sized picture of their cigar. This advertisement he clipped and fastened on the bulletin board but in place of the picture cigar he fastened on the real thing. This bulletin he hung up on the wall in back of his counter and then to add a novelty ran a string of the cigars advertised from the bulletin right into the case where a box of the particular brand was to be seen. The get-up attracted attention and then impelled that attention right to the goods themselves thereby suggesting a purchase. Incidentally the advertisement was a "ready-made" one.

Another tobacco man attributes increased sales to his method of handing out cigars for selection. When a customer approaches the counter and asks for a Blackstone the dealer does not pull out the box and extend it to him, neither does he remove one cigar. He always extends six cigars. This number he has found from experience and observation to be the best selling number. When six are extended the customer generally always buys two or three even when he asks for only one. This dealer has tried the plan of offering bunches of three, four and five with the result of "six" proving the best combination.

Another dealer of enterprise covered a stiff piece of cardboard with broadcloth and sewed a pocket in the cloth to represent a vest pocket. This pocket he kept filled with an assortment of cigars while right beneath this small sign was attached:

KEEP A FEW CIGARS IN YOUR POCKET, IT PAYS!

An "Extra" Cigar Will Often Bring You a Good Acquaintance, Express Appreciation for an Unexpected Favor, Act as a Good Tip.

CHOOSE YOUR FAVORITE.

This stunt, vouches the cigar man, helps considerably for he has observed many a customer carefully reading the sign and then actually buying a few extra cigars. He holds the theory that while most men know that an extra cigar or so in the pocket is of value they forget the thought until someone reminds them of it. And by this method of the cloth pocket idea he touches both the heartstrings and the purse strings.

About a year ago the proprietor of a Boston cigar store helped along the sale of cigarettes with a rather unique idea. Stretched across the width of his store were three strings of cigarettes, each cigarette being different and a name written on each cigarette, the name of some person. In the center a placard with these words was also suspended:

A GIRL'S FAD

Many Girls Collect Cigarettes From Their Acquaintances, Requiring Each Contributor to Write His Name on a Cigarette.

YOU May Be Asked to Contribute at Any Time. Better Be Prepared. We Have Fancy and Plain Cigarettes for This Fad.

Many young men viewing this display no doubt helped to prompt along the fad which many girls do practice, especially since the war. They ask cigarettes from soldiers, each soldier writing his name on a "fag" which takes its place in the collection. This dealer knew one young lady who even wrote around to her acquaintances asking for autographed cigarettes for her collection. She succeeded in collecting all kinds and types even special-made ones with gold tips as well as imported ones.

A counter salesman of ideas in a small cigar store introduced a good thought by displaying on the counter a typewriter. From the carriage a piece of paper protruded bearing this message: To Whom It May Concern: "Cigars may come and cigars may go but this old pipe is responsible for more ideas than anything else I know." Laying across the keys was a pipe—a well-smoked, well-seasoned and good-looking pipe. Surrounding the machine was a lay-out of similar pipes, new ones.

A small stunt exhibited in a smoke shop located in New York's financial district drove home a good thought. The dealer had displayed a placard of a pleasing light green tint upon which were these words:

YOU CAN'T ALWAYS CARRY A ———
IN YOUR POCKET. BUT YOU CAN
KEEP YOUR TEETH CLEAN
DURING THE RUSH WITH
———

In the first blank space he fastened a toothbrush and in the last one a sample stick of chewing gum.

It pays to encourage your salesmen and counter tenders to develope similar ideas for aside from directly aiding sales these little stunts help to liven up the store and give the customers-in-waiting something to think about.

LEAF MARKET JOTTINGS

IN Lancaster County some planting has been done but the weather has not been very favorable and the farmers have been getting in their corn and potatoes. It seems safe to assume from the general disposition of the growers that the record crop of 25,000 acres of last year will not be approached as the farmers' dreams of war prices were subject to a rather rude awakening. It is estimated that about twenty per cent. of the 1918 crop is still in the hands of the growers, and while buyers are yet in the field, they will not as a general thing pay the prices still demanded. The controversy still goes on as to whether or not the 1918 crop was sunburned or if not, at least slow burning. There was a lot of high quality tobacco grown around East Petersburg, Manheim, and Lititz of good burn and superior texture. The convention resulted in several sales and there are rumors, but no definite reports, that some of the big packers have absorbed a large bunch of the remaining crop for export. It is said that some good crops have been bought at 8 to 11 cents for wrappers and 2 to 4 cents for fillers. C. A. Post, of the Union Tobaco Company, of Red Lion, has bought the Reist warehouse in the outskirts of Lancaster and will manufacture, pack and deal in leaf tobacco.

Connecticut Valley is busy planting, especially among the smaller farms, and many thousands of acres have been planted. Weather conditions have been good and the plants have thrived from the start. American Sumatra and Griffin are busy planting their extensive acreage under cloth. American Sumatra has put a million dollars worth of fertilizer in the ground. Jobbers and manufacturers are buying steadily at fair prices but no quotations are made. Connecticut sun and shade grown are both in active demand. The Enfield Tobacco Growers Association reports a large increase in membership, and proposes to plant a larger acreage than last year. They are holding about half of this year's crop. Labor conditions are easy in nearly all of the districts and no serious trouble has been found to get hands to set out the crop.

To June 1, Lexington, Ky., reported sales of 55,808,800 pounds of tobacco, for $21,431,889, an average of $38.40 per hundred pounds, a large increase over previous years, and farmers are preparing for a greater crop than ever. This may be partly due to a recent bulletin of the College of Agriculture of the University of Kentucky declaring a shortage in Europe of a million pounds of tobacco and prospects of a large world shortage next year.

Quotations of the Leaf Tobacco Exchange at Louisville, Ky., are as follows: Trash, (mixed); Bright Red $11 and $13, and sound $13 and $15; Common Lugs $15 and $17; Medium $17 and $19; Good $19 and $22; Common Leaf $22 and $24 to $26; Medium $26 and $28; Good $28 and $30; Fine $35 and $40. Dark Red averaged about an even twenty per cent. less. Good old Burley crop sold at $40 to $44 and fine at $50 to $60. The range of prices on the new dark crop was from sound trash at $10.50 to good leaf at $18 with no quotations of selections. Sales for the season at Hopkinsville are 14,225,525 pounds against 21,714,120 for the same time last year. Quotations are a trifle under the Louisville market.

There are indications of a disposition to break, on the part of the Ohio growers. They have a strong organization which has agreed not to sell under eighteen cents, but the buyers have been standing pat on a twelve-cent proposition. At least that is the general condition. Manufacturers and jobbers are under no immediate necessity to buy, having considerable left-over stock from last year, and for which they paid high prices. They want to even up a little on this year's crop, and present prospects are that they will.

In Wisconsin the weather has been very favorable for the plant beds, and the indications point to no lack of abundance for the planting which generally runs from June 20 to June 30, according to the weather. Buyers are still in the growing districts gathering unsold portions of the 1918 crop, but with very little movement. The general prospects seem favorable to a large crop and less fuss and dissension than in the past year.

Sumatra importing firms in New York have been advised from Amsterdam that inscriptions of the 1919 tobacco will be held in that city in July, 1920.

The Griffin Tobacco Company branch office in New York at 130 Water Street will remove on July 7 to 166 Water Street, into larger and more commodious quarters. The head office is at 81 Commerce Street, Hartford, Conn. The New York office is the import and export department.

Professor Edward M. Clayton, of the University of Wisconsin, has been appointed by the Government to supervise the cultivation of tobacco in the Suffield District and adjacent districts of Connecticut, under the auspices of the Department of Agriculture.

Certified Checks at Collector's Discretion

Washington, D. C.

NEW regulations just adopted by the Treasury Department should result in relieving merchants from the necessity of paying excise and other taxes by means of certified checks, which have heretofore been required. The new revenue law authorized collectors of internal revenue, at their discretion, to accept uncertified checks and the new regulations provide for a different manner of routing checks than that formerly followed, which will relieve the collectors of responsibility for the money represented in any bad checks they may accept.

The payment of taxes by means of certified checks has been a decided inconvenience to taxpayers, and has long been recognized as such by the department. Should a certified check be lost or destroyed before payment, the drawer was put to considerable inconvenience and expense, for it was necessary for him to give a surety bond for the amount thereof to the bank of certification, and renew it each year for an indefinite period. In the case of a check for a considerable sum, the premium for this bond would be quite an expense.

The revenue law provides that collectors may accept uncertified checks in payment of taxes, provided such checks are collectible at par, without any deduction for exchange or other charges. If the bank upon which an uncertified check is drawn refuses to pay it at par, it is to be returned to the collector and treated as a "bad" check. All bad checks must at once be made good by the taxpayer, together with all expenses incident to the attempt to collect and their return, and if the maker of any such check fails to make it good, the collector is authorized to proceed at once with the collection of the tax as though no check had been given.

Under the old method of handling checks they were all turned in to the Treasury Department at Washington, and collected from that point. Any bad checks found were charged to the collector accepting them, and he was made responsible for the amount thereof. This, naturally, tended to make collectors reluctant to accept uncertified checks and, in view of the great number of taxes payable monthly under the new law, the department has changed the procedure so as to relieve collectors of much of the responsibility.

In the regulations just issued, effective June 1, all checks, whether certified or not, are to be deposited by collectors with the Federal Reserve Bank of the district, except local checks, which may be deposited with the regular national bank depositary of the city if no Federal Reserve Bank or branch is located there.

Taxpayers whose checks are returned uncollected are to be immediately notified by the collector to make them good, and if any taxpayer fails to do so, the collector is to proceed to collect the taxes by the usual methods, as though no check had been given.

Under this method, only the total of the checks collected is turned in to the treasury, the collector is relieved of all responsibility for bad checks, while the drawer of such a check is assured of prompt and inevitable action to collect. In addition, the giving of a bad check is, in most States, an offense punishable by fine or imprisonment.

The new method will be of great convenience to merchants who are required to make monthly returns and payments of taxes. It will be noted that the acceptance of uncertified checks is not compulsory upon the collector, but it is anticipated that the great majority of collectors will be willing to accept them, at any rate from taxpayers in good standing in their community.

H. Duys & Company Get New Sumatra

The first shipment of Sumatra of the 1918 crop for H. Duys & Company, will arrive during the month. More than 12,000 bales of Sumatra were bought jointly by H. Duys & Company and E. Rosenwald & Brother, and they will be divided between the two houses according to their requirements.

The purchase includes the long-recognized standard marks, and the tobacco itself is said to be of excellent quality with light colors in abundance.

Of considerable interest to the cigar manufacturers is the announcement that prices will be lower than for the past two years.

Customers of H. Duys & Company will be given an opportunity to make early selection.

Tobacco Men Back World-Wide Retail Chain

Big tobacco interests are said to be behind the movement for a world-wide chain of retail stores to handle merchandise of all kinds. The United Retail Stores Corporation has been organized to finance retail trade in foreign fields. George J. Whelan has been elected president with W. R. Perkins as vice-president. The directors include James B. Duke, George J. Whelan, Sidney S. Whelan and W. R. Perkins.

The capital stock consists of 100,000 shares of 8 per cent. cumulative preferred and 160,000 shares of common stock without par values, all having equal voting power.

TRADE NOTES AND NOTICES

The Hart Tobacco Company has been incorporated at Tarboro, N. C., with a capital of $100,000 by R. B. Hyatt, W. L. Hudson and W. P. McGraw.

A Commercial Department has been established at the Dutch Legation at Washington, D. C., which will furnish the tobacco trade with information, on request, concerning the Holland markets for leaf and manufactured tobacco.

The large building formerly known as the Grand Opera House, Vincennes, Ind., is being transformed into a tobacco factory by the American Cigar Company. The new factory will provide working space for upwards of 600 people.

Robert L. Henry, for several years past a director of the P. Lorillard Company, and chief of the leaf tobacco department, has been forced by ill health to retire from active business life. Mr. Henry was born in Virginia and has had many years' experience in the tobacco business.

The legislature of Porto Rico has passed a minimum wage law without defining either the hours or the production of a working day, and the packers believe that the naturally indolent women tobacco strippers will take such advantage of it that the stripping costs will be materially increased, perhaps doubled.

In Lyons, Georgia, the Lyons Warehouse Company has been incorporated with a capital stock of $10,000; in Glasgow, Kentucky, the Warder Tobacco Company has been incorporated with a capital stock of $25,000, and in Stoneville, N. C., the Union Tobacco Warehouse Company has been incorporated with a capital stock of $25,000.

The third anniversary of the opening of the Baltimore factory of Bobrow Brothers, of Philadelphia, was held at the factory, 103 South Street, Baltimore, an Thursday evening, May 29. Harry and Charles Bobrow were the hosts and the 300 employes were tendered a banquet and dance. The three floors were handsomely decorated and music was furnished by a full string orchestra.

Otto Gehr, representative of the leaf tobacco house of E. Hecht & Son, 218 East Fifth Street, Chicago, Ill., and who has a multitude of friends in the Middle West, recently became a member of the Medinah Temple of the Mystic Shrine. It is reported that in his journey across the burning sands he received assistance from many of his friends who made it a point to be on hand on the momentous occasion.

The equipment and stock of the Rivola Cigar Company, of Philadelphia, was sold at auction last week. It brought less than $2000

Arthur G. Wiedmann, of the Wiedmann-St. Louis Cigar Box Company, is among the business men of the trade visiting in Detroit at present.

Frank Harwood, director of publicity for the General Cigar Company, recently left New York for a month's trip through the Southwest.

Marcelino Perez, of M. Perez & Company, who is at the New York offices of the firm for a few days, will sail shortly for Spain (provided the necessary passports are obtained) for a vacation. Mr. Perez expects to be gone several months.

The American Box Supply Company, of Detroit, offers the cigar manufacturer almost everything he needs except leaf tobacco. The concentration of purchases of a variety of products is an added inducement for cigar manufacturers who are not acquainted with this aggressive and growing house to get in touch with them at once.

The British-American Tobacco Company has declared an interim dividend of six per cent., payable June 30. The Tobacco Products Company has declared a quantity dividend on preferred stock of one and three-quarters per cent. payable July 1. Liggett & Myers have declared a quarterly dividend on preferred stock of one and three-quarters per cent., payable July 1.

On June 2nd, the United States Supreme Court affirmed the lower court in the Colgate case. Colgate & Co. were indicted in Virginia for refusing to sell cutters, the Government holding that this was unfair competition and interference with competition. The lower court threw the case out and said that under the Sherman Anti-Trust Act any seller of merchandise could legally refuse to sell cutters.

While we have not seen the statistics, an exchange states that the United States produces one-fourth of the world supply of tobacco, being first in production. India is second and its vast population consumes practically the entire crop. Russia is third with small exports and imports. Turkey, Cuba, the Philippines, Porto Rico, Santo Domingo, Mexico, Algeria, Greece, and the Austro-Hungarian countries are important as producers and exporters. That is as it was, but the war may have upset the calculation, and probably has.

Are Manila Cigars Sold On Brand Prestige

WITH the price of Manila goods increased it will be interesting to watch the imports of cigars into this country from the Philippines and see whether or not they suffer an appreciable decrease. The conditions that two years ago began to seriously affect the prices of domestic goods have at last reached the Philippines with the result that the Manila manufacturers have been compelled to raise their prices. The raise will affect the classifications of some brands and will move them from the five-cent class to the six-cent class.

The continued growth of Manila imports during the time that domestic brands were going from five to six cents and from six cents to seven cents left practically the entire five-cent field to the Manila manufacturers. There is no question but what the United States representatives, and jobbers throughout the country, made the best of the condition.

But we have felt, and our beliefs have been borne out by statements from jobbers, that the great bulk of Manila business was being done on price, and not on *brands*. The smoker who refused to spend more than five cents for a cigar naturally went to Manilas, and the dealer and jobber realizing that the five-cent smoker represented a considerable buying power in the aggregate did not hesitate to stock Manilas.

Now that the war is practically over there is a growing tendency toward a nickel cigar, and numerous brands of domestic manufacture are being featured more and more in the trade. This does not mean that the consumer is changing from the six- and seven-cent brands, but rather that there has always been throughout the war a large number who refused to spend more than a nickel. Domestic manufacturers realizing this, have set out to recapture this trade.

The question that will be answered for the Manila manufacturers very shortly, is whether or not their goods have been sold on price or on *brands*.

We have always believed that the Manila manufacturers have made a great error in not backing up the general advertising on Manila cigars in the trade papers, with display advertising on their particular brands, thus identifying their factories and brands with the jobber and consumer.

There has been some small space used by United States representatives of Manila factories, but Horace Kelly & Company are about the only ones who have persistently gone after trade with page advertisements identifying their brands and their firm.

While possibly the Manila manufacturers have contributed something toward the advertising expense of the United States representatives, the advertising has been largely of the directory type.

We noticed with interest in the beautiful anniversary number of the Manila "Bulletin" page advertising of Manila cigar factories where the brand and the factory were definitely identified.

If Manila imports fall off from now on it will be largely due to the fact that Manila cigars have been sold on price and not on *brands*.

We do not hold that trade-paper advertising is the cure-all for such a condition, if it exists, but we do know that it will go a great way in establishing in the minds of the jobber and retailer brands and their manufacturers. There is no question but what many jobbers and dealers have been buying Manila cigars on a basis of size and price without regard to the manufacturer or the brand.

There are, of course, several well-known Manila brands sold in this country, but considering the number of Manila brands offered they are greatly in the minority.

If the United States representatives agree with this view of the situation they will greatly help their own cause by making strong representations to their concerns to come into the trade papers with some real advertising on brands.

The Manila manufacturers cannot continue to maintain their United States markets without spending more money in advertising than they have been doing. For the past two years the business has been handed to the Manila manufacturers on a platter. No representative has been able for more than a year to fill his back orders, but this condition shows signs of abating.

With the increase in the price of Manila goods, the appearance of five-cent cigars of domestic manufacture, and a considerable decline in all domestic leaf, and Sumatra, the brands of the Philippine manufacturers will face a stronger competition than for some time.

The United States is a logical market for Manila cigars, but the Manila manufacturers fail to take into account the fact that the great bulk of cigar sales in the United States are made on *brands* and not on price.

The tobacco trade journals of this country have contributed in no small way to the growth of the Manila business in the United States, and they are in a position to assist the Manila manufacturers to establish their business in this country on a foundation built on *brands* if the manufacturers are willing to spend some money to do it.

The money spent in the general advertising of Manila cigars through the Manila advertising agency has been used most advantageously, but it might be pointed out that there are numerous manufacturers in the United States producing less than one hundred million cigars annually who spend as much as the appropriation of the Manila manufacturers.

MANUEL B. PENDAS MARRIED

Manuel B. Pendas, member of the firm of Y. Pendas & Alvarez, of New York and Tampa, and Miss Mary Markey were married in the Church of St. Francis Xavier, Brooklyn, N. Y., during the first week in June.

WILLIAM FOX DEAD

William Fox, father of Charles Fox, of F. Miranda & Company, died at his home in Williamsburg, Brooklyn, on June 3rd. He had passed his eighty-sixth birthday.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

For Gentlemen of Good Taste

San Felice

7c Cigars

The Deisel-Wemmer Co.,

LIMA, O.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made

CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

Germany's Leaf Trade

ACCORDING to reports received by the Department of Commerce from the American trade commissioner at Stockholm, Sweden, there is an absolute lack of raw materials for the tobacco industry of Germany, which has caused 6000 cigar factories to close. The number of employees in the entire industry has been reduced from 220,000 in 1916, to 80,000 in 1919. At present the Netherlands cannot be depended upon as formerly for tobacco, and during the transition period Germany will have to rely upon tobacco substitutes, which, however, can be used to a limited extent only in cigars.

The "Vossische Zeitung" of recent date reported that the prices of tobacco have reached unparalleled heights. Growers received 25.9 cents per pound for round or pointed leaves and 23.7 cents for the lowest leaves. Tobacco which before the war would have been almost unsalable, brought 19 cents per pound. The retail prices of manufactured tobacco as given in a few advertisements quoted from various German papers reflect the high prices. Cigarettes ranged from 5.71 to 47.50 per 1000 and cigars from 13.75 to 15 cents each.

The following tables, taken from the Statistical Yearbook of Germany and the reports of the International Institute at Rome, show the production, imports and exports of leaf tobacco in Germany from 1909 to 1913, inclusive. Statistics for the total exports only are available.

Production of Leaf Tobacco by Germany for the Years 1909-1913.

1909,	61,990,720 pounds
1910,	63,479,240 "
1911,	64,197,980 "
1912,	85,483,200 "
1913,	56,934,140 "

Imports and Exports of Leaf Tobacco (in Pounds) by Germany for the Years 1909-1913.

Imported from:	*1909*	*1911*	*1913*
Austria-Hungary,	.....	.....	1,673,291
Brazil,	23,553,946	19,850,218	20,403,578
China,	.....	.....	1,547,629
Colombia,	8,752,262	7,740,350	5,672,436
Cuba,	2,145,075	2,491,198	3,163,601
Dominican Republic,	11,973,183	14,636,339	16,234,874
Greece,	1,020,730	.....	3,478,859
Mexico,	1,547,629	1,133,164	817,907
Netherlands,	1,578,494	.....	.....
Netherlands East Indies,	83,064,896	71,806,027	84,484,681
Russia,	.....	.....	3,474,450
Turkey,	13,434,832	14,548,155	18,029,219
United States,	16,730,709	16,183,969	16,117,831
All others,	4,287,971	10,564,444	4,356,084
Total imports,	160,089,727	158,953,864	179,454,440
Total exports,	1,900,365	771,610	956,796

This Is The American Box Supply Company's First Advertisement

This concern is devoted solely to the interest of Cigar and Cigar Box Manufacturers

"Everything In One Place"

Concentrating your purchases thus saving time and money.
We can supply you every requirement except tobacco.
There is only one word that describes our product—"QUALITY".
Added to this our real SERVICE gives positive satisfaction.

PRODUCTS:

Lithographed Labels	Bands	Cut-Outs
Printed Labels	Tin Cans	Protector Strips
Cedar Lining for Cans	Tin Foil	Cigar Pouches
Tissue Wrappers	Price Stickers	Class Marks
Cautions	Bunch Machines	Labelling Machines
Sprayers	Packing Devices	Molds
Perforating Machines	Cigar Box Lumber	Nails
Adhesives	Stock Labels	Cigar Box Machinery

Label editions which can be purchased outright for immediate delivery

American Box Supply Co.

383 Monroe Ave. Detroit, Michigan

TOPIC
HAVANA CIGARS

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed.

Made in six sizes:

Classic and Victor size . . .	10c
Literary and Blunt size . .	11c
Corona and Senator size,	13c, 2 for 25c

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" seven cent cigar

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., *Philadelphia Distributors*

Cigarette Exports Grow

Washington, D. C.

EXPORTS of cigarettes now average a billion a month, according to figures furnished by the Department of Commerce, which show that, during the ten months ended with April, 1919, our total exports were 10,866,709,000, with a value of $21,686,820. During the corresponding period ended with April, 1918, the total was 7,313,916,000, valued at $13,944,956, and for the ten months ended with April, 1917, but 4,912,330,000, with a value of $2,275,618.

China, of course, is our most important customer, taking more than half of the total shipments, with France in second place, with ten per cent. of the total, closely followed by Straits Settlements. The following table, prepared by the Department of Commerce, shows in detail the exports to the various countries during the ten-month periods ended with April of 1917, 1918 and 1919:

Exported to:	*1918*	*1919*
France,	.....	1,282,539,000
United Kingdom,	.....	791,236,000
Panama,	66,127,000	68,055,000
China,	4,209,201,000	5,946,428,000
Straits Stmts.,	749,149,000	1,134,198,000
Siam,	132,000,000	197,006,000
Other countries,	2,157,439,000	1,447,247,000

C. L. L.

SAMUEL WERTHEIMER DEAD

Samuel Wertheimer, a partner for twenty-one years in the firm of Wertheimer Brothers, one of the leading cigar manufacturing firms of Baltimore, Md., died at his home, 3710 Edgerton Road, Forest Park, Baltimore, on June 5. He was forty-nine years old.

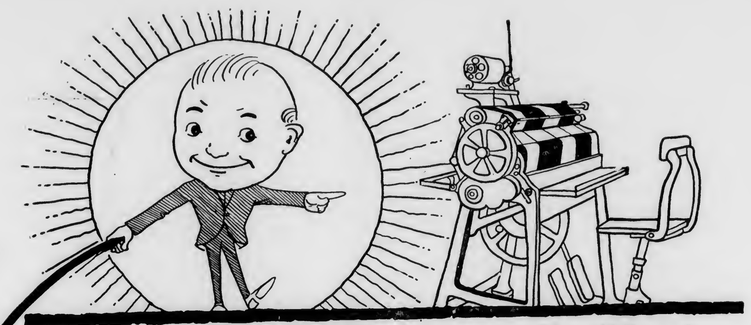
Mr. Wertheimer was born in New York City and was educated in the public schools of that place. He went to Baltimore thirty years ago and entered the tobacco trade. During the time that he was engaged in the industry he had traveled through the entire country and was nearly as well known on the Pacific coast as he was in Baltimore. About twenty years ago he and his brother started the firm of Wertheimer Brothers, which steadily grew under their direction.

Mr. Wertheimer was a member of the Benevolent Order of Protective Elks, the Royal Arcanum, and belonged to the Suburban Club. He was also known as a very generous charity donor and many poor families throughout the city have been the better off for his helping hand.

GEORGE L. YOCUM MARRIED

The many friends of George L. Yocum, of Reading, Pa., will be interested to learn that he was married to Miss Helen D. Jost, of Reading, on May 24, 1919, at the Little Church Around the Corner in New York. The couple are now on their honeymoon and expect to be in Boston at the time of the reunion of Mr. Yocum's class at Harvard. Mr. and Mrs. Yocum will make their home in Reading.

George L. Yocum is secretary and sales manager of Yocum Brothers, of Reading, widely known cigar manufacturers, and is the son of William H. Yocum, president of the concern.



The Dawn Of Prosperity For You!

ALREADY in more than a thousand Factories, the *Universal Tobacco Stripping and Booking Machine* is bringing prosperity to owners and increased contentment to employees.

4,000 "*Universals*," all over the country, each turning out as much work as two or three hand-strippers, are booming production and reaping dollars for these wide-awake factory owners.

The Universal Tobacco Stripping and Booking Machine:

(1) *Saves Stock.* No ripped and wasted leaves; no curled tips. Smooth books, ready "for work."

(2) Increases production. Cigar-makers average 35 to 50 more cigars a day.

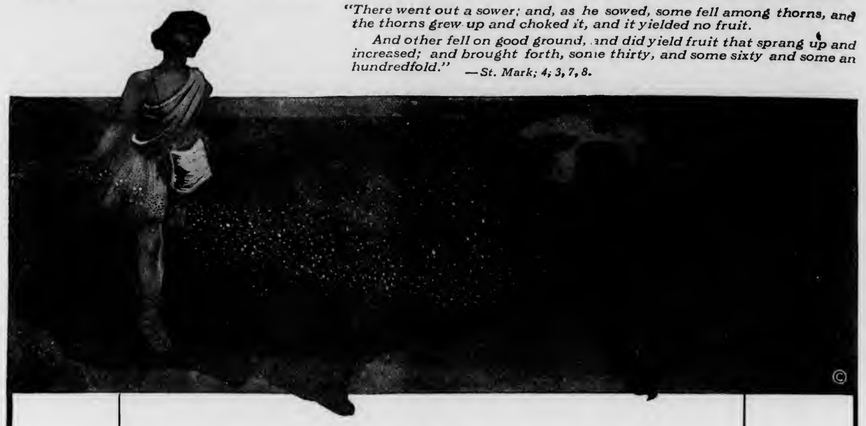
(3) *Saves labor and space.* One "Universal" with one operator produces as much as three hand-strippers.

(4) Makes contented employees. Hand-strippers become skilled operators. Cigar-makers produce more—earn more.

More cigars—*better* made—at *lower cost*, mean prosperity for you! Ask today for free demonstration in your own factory and with your own tobacco.

Catalogues and Price List on request.

Universal Tobacco Machine Co.
79 FIFTH AVENUE, N. Y.
FACTORY: 98-104 Murray Street, Newark N. J.



"There went out a sower; and, as he sowed, some fell among thorns, and the thorns grew up and choked it, and it yielded no fruit.

And other fell on good ground, and did yield fruit that sprang up and increased; and brought forth, some thirty, and some sixty and some an hundredfold." —St. Mark; 4, 3, 7, 8.

Like the Parable of the Sower

some manufacturers do not use sufficient foresight to determine where their advertising seeds are sown, or where they fall.

They attempt to simply throw the seeds to the four winds — hit or miss — without regard for the thorny, or stony ground, or the waysides, where the seed is devoured, scorched or withers away.

The wise sower of advertising seed selects the good, fertile fields; and he, therefore, not only reaps harvests thirty, sixty or an hundredfold, but *saves much seed:*—and surely this is no time for waste of either advertising seed (dollars) or time.

When selecting the business fields which you want to sow and cultivate, don't scatter your seed — conserve it and plant where it will do most good;— where it will flourish, thrive and bear forth fruit in the form of increased business an hundredfold. Plant your advertising seed in

The Tobacco World
236 CHESTNUT STREET
PHILADELPHIA

Copyright 1918.

Notes and Comment

The Finance Minister of the Jugo-Slav State has decreed that the tobacco factories, including the Bosnia-Herzegovina Tobacco Regie, are to be taken over as a State monopoly.

The American Consul at Bahia, Brazil, estimates the tobacco crop at 350,000 bales of 154 pounds each. The quality is poor, because of wet weather at the wrong period. The average price of last year's crop was twelve and one-half cents per pound. It is thought that the present crop will average about sixteen cents.

B. W. Andrews has been appointed Assistant Deputy Commissioner of Internal Revenue at Washington, D. C., succeeding H. M. Gaylord, who has been promoted to the position of Deputy Commissioner. Both are in the branch of the bureau that supervises collection of tobacco taxes.

Greenville, Tenn., has four tobacco warehouses. A fifth is to be erected by a newly incorporated stock company, and a sixth is rumored as in process of organization.

Among new corporations in New York City are the American Smoke Shop Candy Company, with $10,000 capital stock, at 587 Fox Street, and the Sons of Italy Tobacco Company, with a capital stock of $25,000, at 327 East 113th Street.

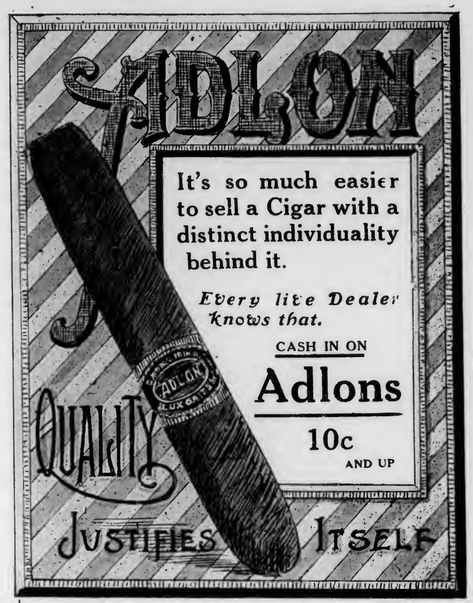
E. Rosenwald & Brother, 145 Water Street, New York, have purchased the property 147 Water Street, adjoining them on the north, for the extension of their premises when the present lease on No. 147 has expired.

Leon Schinasi, formerly president of Schinasi Bros., Inc., a subsidiary of the Tobacco Products Corporation, who resigned that position, has been made president of the Importers and Exporters Insurance Company, of 17 South William Street, New York.

The Philippine Tobacco Co., Inc., of Manila, P. I., has largely increased its manufacturing facilities. The company makes a specialty of furnishing exclusive brands to large importers and has no offices or exclusive agents in the United States. Its offices are at 175-177 Juan Luna, Manila, P. I.

The United States Shipping Board has announced a rate of $2 per hundred pounds on tobacco from Gulf ports to ports of the United Kingdom. To other European ports, ocean rates on tobacco from Gulf ports range from $1.40 per hundred pounds or 73 cents per cubic foot, to $2.00 per hundred pounds, or $1.08 per cubic foot.

Without being at all ungallant, it is fair to state that on the average, women make as good substitutes for men in business as the men would for women in the kitchen and nursery. The lady clerk is rapidly diminishing in the cigar store, and the Pennsylvania Railroad has discharged 1900 female employes in three months, about 600 of them stenographers.



44 Cigar Co. Inc. Philadelphia

Two Reliable Jobbers

can secure exclusive distribution of an excellent *Shadegrown* brand retailing at 10c and up.

This brand is comparable with the finest cigars of the Shadegrown type. The label is attractive and the quality is convincing.

The manufacturers are long established, and well and favorably known.

This brand is not a Shelf-Lounger, and the opportunity is open only to such jobbers as are in a position to feature a good Shadegrown cigar.

Address, SHADEGROWN,
c/o Tobacco World.

Millions From Manila!

Cigar shipments from Manila during the first three months of 1919 were greater than during any similar period in the history of the Philippine cigar trade.

Better sizes and a far greater proportion of higher priced goods are shown for the three months in the report of the Collector of Internal Revenue.

The growth of the trade in the United States without any attempt to stimulate it through National or Consumer advertising is sure evidence of the merit of the Manila cigar.

The rigid inspection before any cigars are allowed to leave the Philippine Islands makes sure the maintenance of the present high standard for export.

CLASS A, B AND C MANILA CIGARS
SHOW GREAT PROFIT MAKING POSSIBILITIES

For List of Manufacturers and Importers, address

Manila Ad Agency

CHAS. A. BOND, Mgr.

546 West 124th Street in New York City

INTERNAL REVENUE STATISTICS FOR MARCH

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the Statement of Internal Revenue collections for the month of March, 1919.

(Figures for March, 1919, are subject to revision until published in the annual report.)

Products.		*March, 1918.*	*March, 1919.*
Cigars (large)			
Class A	No.	117,122,813	163,635,102
Class B	No.	373,401,748	218,948,429
Class C	No.	125,709,901	162,680,093
Class D	No.	1,179,858	1,887,530
Class E	No.	1,419,233	1,947,197
Total,		618,833,553	549,098,351
Cigars (small)	No.	84,253,394	84,493,873
Cigarettes (large)	No.	1,800,271	2,828,157
Cigarettes (small)	No.	3,253,402,306	3,845,079,275
Snuff, manufactured	lbs.	3,625,359	2,903,153
Tobacco, manufactured	lbs.	37,072,812	29,227,678
Playing Cards	packs	2,175,256	4,785,408
	PORTO RICO.		
Cigars (large)			
Class A	No.	2,776,600	240,135
Class B	No.	8,015,950	439,805
Class C	No.	2,967,775	909,730
Total		13,760,325	1,589,670
Cigars (small)	No.	1,200,000	.....
Cigarettes (small)	No.	456,000	.....
	PHILIPPINE ISLANDS.	*February, 1918.*	*February, 1919.*
Cigars (large)			
Class A	No.	7,868,420	2,408,200
Class B	No.	9,940,475	19,496,343
Class C	No.	580,190	730,230
Class D	No.	12,150	.....
Class E	No.	150	.....
Total		18,410,385	22,634,773
Cigarettes (small)	No.	398,717	292,112
Tobacco (manufactured)	lb.	2	.....

KANSAS EDITOR DEFENDS HIS PIPE

The "cigarette issue" will come up in the next Kansas Legislature. Now that the war is over we don't care what is done with or to the cigarette. We smoke a few of them, but concede that they do smell awful. But if any wild-eyed reformer attempts to deprive us of our old briar pipe, we'll start something that will make Bolshevism look like a pink tea in a staid country village.—Atchison Globe.

CUBAN EMBARGO LIFTED

The trade is informed that Mr. A. L. Sylvester, chairman of the committee appointed at the Conference of Importers of Cuban Cigars and Tobacco, has just received a cable from his representative in Cuba that the boycott on shipments of tobacco and tobacco products from Cuba has been taken off. Hence, the shipping of these commodities can now be resumed as under normal conditions.

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE
COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919 REGISTERED IN U.S. PATENT OFFICE

Two Brands that will Increase Your Business

John Ruskin IS IT TOO BIG?

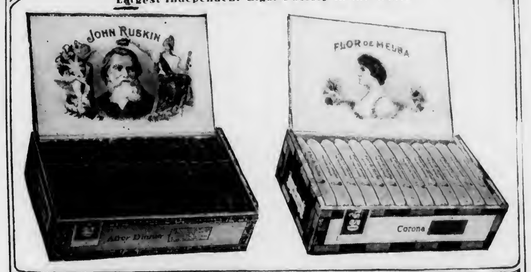
Flor de MELBA The Cigar Supreme

7c.—3 for 20c. 3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World



SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

RE-ELECTION:—41,110. For all tobacco products. April 30, 1919. Moehle Litho. Co., Brooklyn, N. Y.

CELEBRITIES:—41,112. For cigars, cigarettes and tobacco. February 6, 1919. Tri-State Cigar Mfg. Co., South Bethlehem, Pa.

MONROE C. CRAWFORD:—41,113. For all tobacco products. May 7, 1919. American Litho. Co., New York City.

VASADA:—41,114. For cigars only. May 3, 1919. Wm. Steiner Sons & Co., New York City.

VICTORY WAY:—41,115. For all tobacco products. April 26, 1919. American Litho. Co., New York City.

VICTORY COURT:—41,116. For all tobacco products. April 26, 1919. American Litho. Co., New York City.

TAKE IT FROM ME:—41,142. For cigars, cigarettes, cheroots and tobacco. May 26, 1919. American Exchange Cigar Co., New York City.

MINERS 6 HOUR DAY:—41,143. For smoking and chewing tobacco. May 26, 1919. Weisert Bros. Tobacco Co., St. Louis, Mo.

SOUVENIR DE TAMPA:—41,146. For all tobacco products. April 11, 1919. Robert Mugge Co., Tampa, Fla.

O. & G. SPECIAL:—41,147. For all tobacco products. April 4, 1919. Ogburn-Griffin Grocery Co., Mobile, Ala.

FADS AND FANCIES:—41,148. For cigars. March 26, 1919. D. C. Kerr Co., Pittsfield, Mass.

ZABIN:—41,149. For cigarettes only. May 23, 1919. B. Payn's Sons Tobacco Co., Albany, N. Y.

GUFFANTI'S AFTER DINNER PERFECTOS:—41,150 For cigars, cigarettes and tobacco. May 23, 1919. M. Vasquez, New York City.

CHRISTOPHER SHOLES:—41,151. For all tobacco products. May 24, 1919. Moehle Litho. Co., Brooklyn, N. Y.

FAMOUS RED ARROW No. 32:—41,152. For cigars. May 29, 1919. Chas. Leutz & Co., Jefferson, Wis.

X-53:—41,153. For all tobacco products. February 20, 1919. X-Senator Cigar Co., Tallahassee, Fla.

ROYAL PARCEL:—41,154. For cigars. May 22, 1919. Max C. Cook, Tampa, Fla.

DANIEL'S TAMPA D:—41,155. For cigars. May 22, 1919. A. C. Padella, Ybor City, Fla.

DOUGHNUT:—41,156. For cigars only. May 23, 1919. American Litho. Co., New York City.

LIZZIE FORD:—41,157. For cigars, cigarettes, tobacco and snuff. May 29, 1919. Albert Ehlers, Brooklyn, N. Y.

LITTLE NIPS:—41,162 For all tobacco products. May 15, 1919. American Litho. Co., New York City.

EVER MILD:—41,163. For all tobacco products. June 3, 1919. American Litho. Co., New York City.

HAVANA FLAKES:—41,164. For cigars, cigarettes, cheroots and tobacco. June 5, 1919. James Skallerup, Chicago, Ill.

TRANSFERS

FANEUIL HALL:—25,960 (Tobacco Leaf). For cigars. Registered August 8, 1903, by E. M. Schwarz & Co., New York City. Transferred to Cobb, Bates & Yerxa, Boston, Mass., May 1, 1919.

GARCIA FAVORITA (TOBACCOS FROM THE GARDEN SPOTS OF THE EARTH):—40,667 (T. M. A.). For all tobacco products. Registered May 15, 1918, by American Litho. Co., New York City. Transferred to Kohlberg & Co., Inc., New York City, May 23, 1919.

LA FEZITA:—31,967 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered April 19, 1906, by O. L. Schwencke Litho. Co., New York City. Transferred to Udell Hendricks, Pella, Iowa, August 30, 1917, and re-transferred to Andrew Hessing and Dick Hessing, Pella, Iowa, May 14, 1919.

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CANCELLATIONS

SUNKIST CUBANS:—41,091. For all tobacco products. Registered April 19, 1919, by Moehle Litho. Co., Brooklyn, N. Y. Cancelled May 7, 1919.

SUNKIST HAVANAS:—41,092. For all tobacco products. Registered April 19, 1919, by Moehle Litho. Co., Brooklyn, N. Y. Cancelled May 7, 1919.

THE CABOTS:—16,795 (U. S. Tobacco Journal). For cigars. Registered December 6, 1894, by L. E. Neuman & Co., New York City. Transferred to Vyth Cigar Co., Chicopee Falls, Mass., June 2, 1919.

SAFETY SEAL:—37,994 (U. R. B.). For cigars, cigarettes, cheroots, smoking and chewing tobacco. Registered February 8, 1913, by Edward D. Depew & Co., New York City. Transferred to H. F. Fidler & Co., Womelsdorf, Pa., April 29, 1919.

VAN KOVEN:—27,335 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered September 30, 1902, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to B. Payn's Sons Tobacco Co., Albany, N. Y., May 22, 1919, and re-transferred to Anndora Cigar Co., Albany, N. Y., June 4, 1919.

BASRA:—34,017 (Tobacco Leaf). For cigarettes. Registered September 7, 1907, by the Royal Turkish Tobacco Co., New York City. Transferred to A. N. Barson & Co., New York City, and re-transferred to the Majestic Tobacco Co., New York City, April 30, 1919.

Leaf Imports Increase

IMPORTS of leaf tobacco continue to increase, according to officials of the bureau of foreign and domestic commerce of the Department of Commerce, an increase of approximately eleven million pounds being recorded for the first ten months of the current fiscal year, as compared with the corresponding period of the fiscal year 1918. The bureau now keeps a separate record of leaf tobacco imported from the Philippine Islands, the total for the ten-month period being 4,316,760 pounds, valued at $1,209,983.

Receipts of leaf suitable for wrappers during the period totaled 7,219,602 pounds, valued at $10,766,916, as compared with 3,864,508 pounds, valued at $4,921,109, during the corresponding months of 1918. Imports of other leaf totaled 59,138,144 pounds, valued at $40,500,712, as compared with 55,696,054 pounds, valued at $31,511,326.

As was the case during 1918, our most important source of wrapper leaf is the Dutch East Indies, but in the case of other leaf, Cuba has wrested first place from Greece and, as shown in the following table, that country now stands third on the list:

	Pounds	
	1918	*1919*
Wrapper leaf,	3,864,508	7,219,602
Imported from:		
Netherlands,	353,172	486
Canada,	62,414	307,941
Cuba,	172,486	42,080
Dutch East Indies,	3,273,868	6,780,101
Other countries	2,568	88,994
Other leaf,	55,696,054	59,138,144
Imported from:		
Greece,	15,956,098	14,892,668
United Kingdom,	44,982	72,816
Mexico,	286,169	388
Cuba,	15,108,989	16,590,921
Dominican Republic,	13,730,733	15,966,924
Other countries,	10,569,083	11,614,427

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LOUISVILLE, KY., - - U. S. A.

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DOMINICAN LEAF CROP GOOD

Washington, D. C.

THE tobacco crop in the Dominican Republic will be considerably better this year than had been expected, owing to the fact that the long dry spell which prevailed during the first part of 1919 was broken in March. The rains which then fell saved considerable of the crop, and it is estimated that the yield in the Santiago district this year will be around 350,000 seroons (1 seroon=110 pounds), which is approximately the same as last year's crop.

This yield is due to the fact that farmers made unusual preparations for a crop, and if the drought had not prevailed earlier in the year, the crop would have been between 500,000 and 600,000 seroons.

The Dominican Republic is one of the chief sources from which we import leaf tobacco. Figures secured from the Department of Commerce, showing the imports of leaf for the first three quarters of the current fiscal year, ended with March, give imports of leaf from that country as 15,666,588 pounds, more than one and one-half million pounds more than was imported from Cuba, the next greatest source, and nearly a third of the total quantity imported.

C. L. L.

THE BELGIAN MATCH INDUSTRY

THE first Belgian match factory was erected in 1835 on the River Dender, at Lessines, in the Belgian Province of Hainaut. The prosperity of this factory soon lead to the creation of new factories, erected by late employees of the first. All these new factories were established along the Dender, in the Belgian Flanders, and now nearly the whole Belgian match industry is concentrated in that vicinity.

In 1912 there were 14 match factories in Belgium, whose daily output was about 3,300,000 boxes of 50 splints each, a total of 165,000,000 splints. Needless to say that, in spite of the large per capita consumption of 9 matches per day (which makes a total of 63,000,000 used daily in Belgium), the Belgian population could not absorb the output. The greater part was exported, going to all countries of the world.

The keen competition existing between the match manufacturers could not be favorable to them. Therefore, in 1912 the limited company Union Allumettiere was founded, amalgamating nine of the existing factories into one large concern. The technical and administrative reorganization was nearly completed when the war broke out in 1914. A greater part of the factory office staff of the Union Allumettiere had to join the army. Several match works were destroyed by the Germans, although none of them were situated within the radius of the military operations. Nevertheless, at the return of the Allied troops, in November of last year, work was started afresh, and after four months' efforts the industry is in a position, not only to supply the domestic demand, but also to export part of its production.

The United States has been a regular purchaser of Belgian matches, and in 1913 the imports amounted to $730,000.

Since the amalgamation referred to above the manufacture of matches has been improved to such an extent that at the present moment the Belgian factories can guarantee supplies as good and as regular as any other works.

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The New Bachelor Cigar
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SALESMAN WANTED TO CARRY LEAF TOBACCO SIDE LINE—Good live salesman, calling on good manufacturers in Pennsylvania, wanted to carry line of Florida and Georgia wrappers as a side line, on attractive commission basis. Address Box 301, care of "Tobacco World."

WATCHING FOR CHILD LABOR TAX

DESPITE the fact that the North Carolina courts have held the child labor section of the new revenue law to be unconstitutional, there will be no let-up in the activities of the bureau of internal revenue in enforcing this section, and Commissioner of Internal Revenue Daniel C. Roper has declared his intention of vigorously carrying out the campaign recently inaugurated under this section, at any rate until the constitutionality of the section is determined by the United States Supreme Court.

The personnel of a special section to enforce this section of the law, to be known as the child labor tax division, has been completed, and fifteen inspectors have been appointed whose duty it is to inquire into and ascertain the ages of children employed in businesses coming within the scope of the law. The services of the entire force of revenue agents and deputy collectors of internal revenue, numbering eight thousand and covering the sixty-four collection districts into which the country is divided, will also be enlisted in carrying out its provisions.

The child labor section of the new law becomes effective on April 25. It imposes an annual tax of ten per cent. on the net profits of any factory or manufacturing establishment in which children under fourteen years of age are employed or permitted to work, even for one day, and achieves practically the same purpose for which was enacted the child labor law recently declared unconstitutional by the Supreme Court.

C. L. L.

R. Getzlaff, of Quincy, Florida, has opened a branch office at 21 West Chestnut Street, Lancaster, Pa. He is a dealer in sun-grown fillers and shade-grown wrappers.

Faxon, Williams & Faxon, wholesale grocers of Buffalo, N. Y., will give up their cigar business on July 1.

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CELEBRATED
Chewing Plug
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The Tobacco World
Established 1881

Volume 39 June 15, 1919 No. 12

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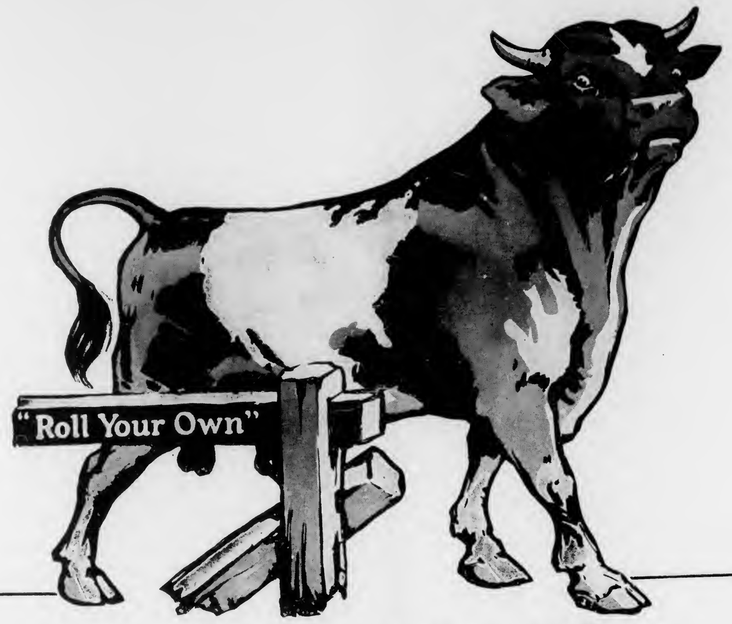

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10c

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VOLUME 39 NO. 13

The TOBACCO WORLD

JULY 1, 1919

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Volume 39 **THE TOBACCO WORLD** Number 13

Established 1881

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For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, July 1, 1919 Foreign $3.50

Candy Lines Offer Retail Cigar Dealers An Opportunity To Increase Their Profits

THE attention of the wholesale and retail cigar and tobacco trade is being directed more strongly toward the candy line. As yet only a very few concerns have made any attempt at advertising their products in the tobacco trade papers, but a very great number of them are attempting to place their goods in this trade without trade advertising or consumer advertising.

A free deal or a longer profit is catching many of the small dealers. Of course, the cigar store has been a legitimate outlet for chocolate bars, chewing gum, and small candies, and a number of firms have quietly built up a large distribution on their goods through them.

But you can go in any number of small stores and find jars or boxes of chewing gums, cough drops, chocolate bars and candy tablets that have been there for a long time, and which show every indication of being there forever. For the most part the brands are unknown, and for the second part the goods never were up to the standards of advertised lines which compete, and for the third part age has left its mark on the gum, cough drops and almond bars alike.

A good candy trade means a small stock and quick sales. Candy must be fresh to win the approval of the customer, and it must be sold quickly to enable the stock to be kept fresh.

Not long ago a campaign was started in this city on a candy tablet. Much to the surprise of some purchasers the particular stores in which they sampled the goods had either old stock or else the tablets were in poor condition when they arrived. At any rate, the warm weather had done its work and the merit of the goods could not be appreciated by the consumer. There may be some question as to the advisability of candy campaigns in hot weather. Of course, at this particular time there is a good merchandising reason for attempting a candy campaign in new fields.

There is certainly no more profitable line for which a demand continually exists than candy. But there is no more reason for buying unknown brands with long profits than there is for buying brands of cigars that have never had a general appeal or which are unknown to the public.

There may be some lines of merchandising where the dealer can establish a good business on unknown brands, but it certainly is not in the cigar and tobacco business. A dealer who has not handled small candies and package goods before will benefit his pocketbook by confining his first efforts to known goods. But at that, the dealer cannot expect the goods to immediately jump off his counter into the pockets of a customer. A little salesmanship must be used. The candy should be prominently displayed, but never directly in the path of the sun's rays. "How about our candies?" might attract some customers, while other methods of approach would have to be used on others.

A dealer with ambition can learn to sell his candies as easily as he sells cigars, but it takes hard work at the beginning to get an introduction for the goods and to establish in the minds of the customers that good, fresh candies are always to be had in your store.

Tobacco jobbers will find candy a line that they can work with very little extra time, and if the right kind of goods are carried the profits will be found quite worth while.

If prohibition comes, there are going to be more cigar stores than ever before, and those in the business now will have to work much harder to retain their trade.

No doubt many corner saloons will blossom forth with soft-drink bars or soda fountains, a full line of cigars and tobacco and candy. Those retailers already established should be making their plans to strengthen their hold on their own trade, and to be in a position to give any newcomer in the neighborhood a run for his money.

A new store cannot make a success unless it serves the public with something it wants in the way it wants it. And that is the answer to many new stores that succeed in taking business away from old-established stands.

Retail cigar dealers cannot afford to live in the past. They must live in the present in business methods and have an anchor out for the future.

The kind of goods kept, the sort of service rendered the customer, and the condition of the goods when sold determine for the consumer whether or not the dealer is the kind he wants to do business with.

As in the cigar business known brands are absolutely necessary to the success of a stand, so it is with introducing a line of candies. The rapidity with which the candy line develops will depend largely on the reputation of the goods offered and the condition in which the consumer gets them.

"Buy Now But Buy Wisely"

THE cigar production in April, according to the report of the Internal Revenue Bureau fell off more than 100,000,000 cigars. It emphasizes the remarks of Professor Fisher, of Yale University, printed in our June 15th issue. The trade has been waiting for prices to drop, figuring 1914 prices as a normal level.

The wholesale and retail trade is making a big mistake if it figures that by waiting they can *force* the condition desired. There is no use considering the 1914 prices at this time any more than applying the same process of reasoning to food and clothing. We are eating and dressing now and paying the prices, and we can expect to keep on doing it.

The statement was made recently that it will take at least *ten years* for prices to return to old levels, if then. We can hardly hold off buying for ten years.

The position of the cigar manufacturers is not so rosy, and no jobber will receive much encouragement in talking with them about lower prices. Cheaper cigars are making their appearance but, if we figure by 1914 prices, the same quality sold for fifty to seventy-five per cent. less than now.

If there has been any appreciable falling in the prices of leaf it has been more than offset by rising costs in other departments. The demands of labor have not been entirely satisfied and, if they are met, prices may advance.

The odd-cent prices have come to stay with an appreciable growth of the ten-cent business. This does not indicate that the cigar industry is existing on temporarily inflated prices, but rather on accepted standards of quality for which the price must be paid.

The wise dealer and jobber is "buying now, but wisely." Goods must be sold for men to have work, and those who live must buy.

In numerous lines in and out of the tobacco industry prices are not only firm, but there are indications of advances.

Advances of raw materials must be passed on and the consumer will pay again just as he has been paying.

War conditions resulted in much overstocking on the part of wholesalers and retailers, and it has taken some time for them to get their stocks back to normal. There is no reason to believe, however, that we are entering a period of depression. We are going through a readjustment which is as necessary to business as an occasional physic for the human body.

Business throughout the country is most optimistic. Plans for the future are being made on a larger scale than ever before, and it will not be many weeks before the cigar and tobacco trade will realize that another era of substantial prosperity has begun.

Leaf Tobacco Exports Breaking All Records

Washington, D. C.

EXPORTS of leaf tobacco will break all records for the current fiscal year, the total for the first ten months being nearly 36,000,000 pounds greater than for the entire fiscal year 1914, the last prewar year, while the value of these exports is nearly three times as much as during that year. Statistics secured by the Washington Bureau of THE TOBACCO WORLD show that, during the ten months ended with April, our shipments of unmanufactured leaf amounted to 470,662,260 pounds, valued at $145,022,759, as compared with 213,359,460 pounds, valued at $45,620,206, during the corresponding period of the fiscal year 1918. Total exports for the fiscal year 1914 were 434,742,937 pounds, valued at $52,813,252. Further, while we exported this tobacco to but seventeen countries before the war, we now have twenty-one foreign markets.

With the exception of Germany, we are again making shipments to all the European countries with which we dealt before the war and have added as customers a number of nations which formerly bought their tobacco of Germany. The United Kingdom is our largest customer, as before the war, with France a poor second, and Italy third. The following table shows the distribution of our exports during the ten-month periods of the fiscal years 1918 and 1919:

	Pounds	
	1918	*1919*
Exported to:		
Belgium,	75,523	3,294,613
Denmark,	.....	4,524,204
France,	62,332,986	66,004,108
Italy,	33,914,687	48,062,645
Netherlands,	1,359,367	5,533,065
Norway,	881,436	6,370,008
Portugal,	4,078,482	2,480,792
Spain,	17,536,122	20,410,261
Sweden,	.....	2,177,490
Switzerland,	3,484,999	3,516,354
United Kingdom,	45,940,933	227,310,349
Canada,	11,086,243	19,151,321
Mexico,	1,750,869	1,409,908
Argentina,	2,080,742	3,702,815
China,	5,934,169	12,488,844
Hongkong,	3,328,700	2,738,257
Japan,	1,736,206	3,925,356
Australia,	3,855,198	15,019,082
British West Africa,	7,071,599	8,058,978
French Africa,	2,032,366	6,668,274
Other countries,	4,878,833	6,815,536

C. L. L.

Government Insurance Against Old Age Proposed

Washington, D. C.

BUSINESS concerns which carry insurance covering their employees, with a view to providing superannuated workmen with an annuity, may soon be able to take this insurance out with the Government on a co-operative basis. An investigation of the advisability of adopting a system of national insurance against old age, unemployment and invalidity has been proposed by Representative Sabath, of Illinois, and Congress has been asked to appropriate $50,000 to enable the Secretary of Labor to make the necessary inquiry.

"I am of the opinion that the Government could put into operation a system under which any worker could pay in a certain small percentage of his salary, to be used in purchasing Government insurance," declared Mr. Sabath, in speaking of his measure. "The Government could put into the fund that would be required as much as or more than the individual pays.

"No plan has yet been devised, but I believe that the States would be willing to co-operate in such a move, which would result in thousands of persons being provided for in their old age."

If such a system was provided, employers who carry group insurance for their workmen could use the money in paying the annuity premiums for their employees. It is believed this insurance could be provided at but little expense to the States or Federal Government, since an old-age pension would eliminate much of the need for poorhouses and similar institutions, with a consequent saving to the communities in which they are located.

Bill to Make Patent Office Independent

Washington, D. C.

AS a result of agitation for the separation of the Patent Office from the Interior Department and its establishment as an independent bureau of the Government, a bill providing for that change has just been introduced into Congress by Representative Nolan of California.

The bill provides for the administration of the separated office by a Patent and Trade-Mark Commissioner, and so amends the Revised Statutes as to bring all activities relating to the filing and issuance of patents and trade-marks under his jurisdiction.

A new list of fees for the securing of patents is provided in the measure, under which the original application for a patent, except in design cases, calls for a filing fee of $20 and an issuance fee of $15. In design cases, the fees are to be $10 for three years and six months; $15 for seven years, and $30 for fourteen years. A fee of $30 is provided for every application for the re-issue of a patent; $10 for filing disclaimers; $10 for first appeal from primary examiners to examiners in chief; and $20 for every appeal from the examiners in chief to the commissioner.

Another measure, introduced by Congressman Nolan at the same time, provides for the establishment of a United States Court of Patent Appeals, to have jurisdiction over all patent cases.

It has been felt for several years that the Patent Office, under the Department of the Interior, has not been getting a square deal, and that the inventors of the country have been put to needless trouble and expense in securing protection for their ideas. The Patent Office Society, composed of examiners and other officials in the Patent Office and inventors throughout the country, have been working for the separation of office and department, and it is due to their efforts that these bills have been introduced.

Frank McCoy Retires from Active Business

Frank McCoy, vice president of T. J. Dunn & Company, has resigned, and retired from business. Mr. McCoy has been identified with the tobacco business for about half a century. His father and Hinsdale Smith's father were in business together and Mr. McCoy began his apprenticeship in the business with the leaf tobacco firm of Smith, Palmer & Company in 1870. He acted as leaf buyer in Havana and domestic sections of the country.

He afterward developed an extensive cigar-making business at 182 Avenue C. In 1895 he became president of the National Cigarette Company. When the National was absorbed by the American Tobacco Company, he returned to cigar manufacturing and became an active executive of T. J. Dunn & Company.

On his retirement he was presented with a handsome gold watch inscribed with a testimonial of affection and esteem.

Self-Control Necessary For Success in Selling

(Copyright 1919, by Ralph H. Butz)

YOU may often have wondered why Brown, for instance, with an apparently pleasing personality, does not maintain a very high sales record, while Smith, whose personality and industry are less noticeable, has a very good sales record. But if you would analyze the character and disposition of these two salesmen you would probably find that while Smith does not seem to have quite as pleasing a personality as Brown, still the former does possess a number of qualifications essential to successful salesmanship that more than offset the difference in personality.

Self-control is a very important part of one's selling equipment. The salesperson has but one nature and one disposition, and these two points are constantly brought to the front when in contact with customers, whose natures and dispositions are never alike. Many trying and exasperating circumstances are met with, and all will call for a perfect control of one's faculties. Unless the salesman possesses self-control he may do or say something that will ruin the chances of making a sale. If one will retain perfect control of his conversation and temper, he will be in a position to perceive when on the wrong track and to change the course accordingly.

There are few instances where one can afford to lose his temper. These cases are so few that it will be well for the salesperson to retain perfect control of himself at all times. Where one point is gained through a display of temper, a thousand are lost.

Just the other day a salesman called at my office to interest me in a certain proposition. Upon the face of it, it interested me very much. But he brought out his application before I was satisfied as to the worth of it, and asked me to sign. I was not yet convinced that I wanted it. I wanted to ask a few more questions, but Mr. Salesman quickly began to get sarcastic and lost his temper. I am sure that he would have sold me if he had kept perfect control of his temper, but when he got huffy the jig was up.

Many a sale has been lost because the salesman was too hasty. It does not pay to be too hasty in forming conclusions. No one will buy until he is thoroughly convinced that he should buy, and quite frequently the buyer will turn down the first invitation to sign an order because he wants to consider it further. This does not signify that the prospect has no interest in the goods, but merely shows that the salesman should allow the customer sufficient time rather than antagonize him and lose his chances of making the sale.

The salesman should cultivate patience. It is patience that makes a salesman stick to a prospect after all others have given him up as a "bone-head," and then succeeds in selling him. Some men are slower than others in recognizing the good points in a proposition and to appreciate its worth. But once they see, they appreciate and become good buyers.

Control your feelings as best you can. Cultivate this faculty. Never display any signs of disgust, contempt or disappointment. It is such an easy matter for the salesman to form an antipathy for the prospect who greets him with a growl or a scowl, or for the one whom he is unable to sell, and to fling out a bit of sarcasm. He must constantly guard against these hazards—for they are truly hazards—at every turn.

Nervousness is another important phase that one must guard against. Exercise complete control over your nerves. The salesman who is nervous and keeps his fingers drumming, his feet going, and who is uneasy and restless, detracts from his proposition and has an effect upon the customer that makes selling much harder. Nervousness suggests embarrassment and lack of self-confidence, all of which have an unconscious influence on the mind of the customer. The salesman should always bear in mind that the sale takes place in the mind of the buyer before it is made. Any thing that diverts the mind of the buyer from the proposition defers the closing of the sale.

The successful salesman is always polite. This does not mean that he is extremely effusive, for effusiveness often repels. First impressions are the ones that usually last, and the salesman who approaches a customer in a brusque or undignified manner has a tendency to prejudice the mind of the buyer against him at once. Politeness may not secure business for the salesman in all cases, but it never hurts his chances. On the other hand, the lack of politeness often loses sales. The successful salesman will not only study how to secure business but he will also study how to avoid losing business.

Politeness and self-control may not secure business in themselves. They are accessories, so called, and they help to strengthen the selling personality.

The salesman has great need to be honest—with himself, first of all; and then with his employer and his customer. The majority of salesmen are honest in so far that they will not steal money or merchandise. But the same cannot always be said regarding such items as time, overselling, misrepresentations, etc.

When the salesman wastes time he is not only stealing from his employer, but he is dishonest with himself. The salesman who wastes an hour or two because he does not want to break up a friendly game of cards, or kills time in any manner, is not hurting his employer half as much as he is hurting himself. He is robbing himself of his chances for success.

The truly honest salesman gives his employer the best that is in him; tells nothing but the truth; and should he unknowingly make a false representation he corrects it, if he learns about it later. If there is a misunderstanding he will correct it although he may lose an order. He will never oversell a customer, and he will not vouch for a proposition that is not honest in every respect.

One of the important functions of the salesman is to build and retain good will. Honesty on the part of the salesman in his dealings with customers will do more towards building and retaining good will than any other phase of salesmanship.

Honesty does not only bring success to the salesman because people come to know that he is dependable, and that it will pay them to trade with him. All this will be known to customers. But honesty bears fruit in a more direct manner for the salesman. It has an influence on his life and character. He is not pursued by the thought that he has possibly injured those with whom he deals. There is nothing more strengthening than to know that one has played fair with both employer and customer. Dishonesty pursues a man day by day, tearing down his self-confidence and courage through constant fear of being "called" by his employer to explain various transactions.

The whole business world rests upon a foundation of confidence. When confidence is lost, business is lost. Individual salesmanship depends upon confidence. If a man has confidence in the salesman and the goods, then that man can be sold. The salesman cannot make sales where confidence is lacking. Honesty of purpose and methods is the foundation upon which confidence is built, and a salesman's honor is his best selling asset.

Hongkong's Imports of Raw Leaf Decrease

Washington, D. C.

DECREASED importations of American tobacco are reported by the American Consul General at Hongkong, in a recent communication to the Department of State. High freights and high costs in this country are given as the principal reasons for the falling off of business in the report, in which the following summary is given:

"As a result of high freights and high prices for tobacco in the United States there was a decrease in the imports of American tobacco in Hongkong in 1918 as compared with the previous year. The total imports of American leaf during the year are estimated at a little over 5000 tierces and hogsheads as compared with about 5600 tierces and hogsheads in 1917. Of the amount imported all but about 200 tierces and hogsheads were imported for the large cigarette factory in Hongkong. During 1917 the monthly consumption of this factory amounted to about 450 tierces and hogsheads of American tobacco and about 10,000 pounds of Chinese and other tobacco. During 1918, however, its consumption of American leaf dropped to about 400 tierces and hogsheads monthly while its consumption of Chinese and other tobacco went up to about 25,000 pounds monthly. The factory is now turning out about 200,000 cigarettes monthly, an increase of nearly 30 per cent. over the previous year. It has increased its capacity by the addition of a number of American machines during the year and is constantly expanding the mechanical side of its business as well as increasing its sales. Lower freight rates from the United States and lower prices for tobacco have already led to a change in the course of imports from the United States and the indications are that the current year will be one of the best if not actually the best in the way of imports of American leaf.

"There is still some uncertainty as to whether the large import of Chinese tobacco into the United States for use similar to that of Turkish and other oriental tobaccos which reached so high a point in 1917 will be more or less permanent. The shipments of such leaf from Hongkong in 1918 fell off materially as a result of the embargo and other conditions, the record for 1918 being 294,626 pounds valued at $132,751, as compared with 1,235,031 pounds valued at $461,474 in 1917 and a total valued at $110,994 in 1916. Shipments so far the current year have been irregular but toward the close of the first quarter have commenced to assume even larger proportions than heretofore. Trade from Canton and Hongkong in this item the current year will be large even if it does not reach a larger volume than any year heretofore."

Shortage in England is Worse Than Ever

The following advertisement of a prominent London wholesale house appears in the June number of London "Tobacco":

"Dear Sir or Madam,

We thought at Easter the worst of the shortage in the Tobacco Trade was over. Another mistake of ours.

We have never been so badly supplied during the whole period of the War, and the demand seems to increase every week. Our old customers know we have only one iron in the fire, and that we have done and are doing our level best.

One must laugh or swear, it is always 'The man in the next shop who gets all he wants.'

'Cheerio,' the peace treaty shows who won the war, it is up to all of us to win the peace.

Patience and Confidence are Necessary."

Eighty Millions Spent for A. E. F's Tobacco

Washington, D C.

During the period from April 7, 1917, to May 1, 1919, according to a statement prepared by the Statistics Bureau, General Staff, War Department, there was shipped to the American Expeditionary Forces in France a total of $79,875,000 worth of tobacco and cigarettes. These are accounted for under the head of "food supplies," and represent thirteen per cent. of the total shipment of merchandise under this heading. Meats and fish represented fifty-three and eight tenths per cent. of the total and led the list, but the tobacco products came next, tobacco and cigarettes being the second largest item by way of percentage of value. Third came flour with eight and two-tenths per cent.; then vegetables, with four per cent.; fruit, three and six-tenths, and candy and butter each two and five-tenths per cent. Coffee represented but two and four-tenths per cent. of the whole; emergency rations, two per cent.; milk, one and five-tenths per cent.; beans, one and three-tenths; rice and hominy, five-tenths; vinegar, three-tenths per cent., and miscellaneous foods filled out the rest with four and seven-tenths per cent. The total value of the shipments was $616,134,000.

C. L. L.

Three-Cent Stamps Will Not Be Redeemed

Washington, D. C.

BUSINESS concerns and individuals having stocks of three-cent stamped envelopes or two-cent postal cards when the change in postage rates goes into effect on July 1, will be protected against loss by the Post Office Department, by being permitted to exchange such stock for other stamped paper.

Orders to this effect have just been sent to all postmasters by the Third Assistant Postmaster General. Postmasters have been instructed to redeem from the public all unused and undamaged two-cent postal cards and three-cent stamped envelopes, printed or unprinted, at their full value, including the cost of the envelopes, provided they are presented by the original purchaser.

Postal cards and envelopes will not be redeemed in cash, but are to be exchanged for other postal cards, envelopes or stamps selected by the owner, or the obsolete cards and envelopes may be used in payment or part payment for two-cent special request envelopes.

All exchanges of three-cent envelopes and two-cent cards must be made during the month of July. After July 31, the postage value, only, will be allowed for envelopes and three-fourths of the postage value for postal cards.

Three-cent stamps will not be redeemed, as they can be used in the payment of postage on mail of all classes requiring stamps to the amount of three cents or more.

England Rebates to Her Colonies

The British Finance Bill, which was in committee on June 1, according to London "Tobacco" gives a rebate of one-sixth of the tobacco duty to Colonial tobaccos, cigars and cigarettes. The journal says in part: "The encouragement of the growth of tobacco in all British Possessions is welcome. The Trade is ready for much more tobacco. Under the stimulus of Preference our Colonies should be able to produce in a few seasons considerable crops. Let us hope they will strive for quality as well as heavy crops, and that they will send us new gifts which will be a joy to appreciative smokers.

"Trade comments are tentative, on the whole they are favorable. Thus with regard to Indian cigars it is expected that they will now compete successfully with Continental goods. The Rhodesian Tobacco Industry, which is most promising, will receive a great impetus. The country produces good cigarette tobaccos which can take the place of both Virginian and Turkish. They have a great merit in their excellent burning qualities. In the years to come Rhodesia is destined to be a great tobacco-producing country. Canada grows useful cigar tobaccos, and their use will be greatly extended. The same may be said about Jamaica."

Madrid had a big smoke in May, when the warehouses of the Spanish Tobacco Monopoly Company were burned shortly after steamers from Cuba and the Philippines had discharged their cargoes. The loss was estimated to be about five million dollars.

Water Street tobacco men in New York are practically unanimous in the opinion that there will be a steady and continuous demand for all types of domestic cigar leaf, throughout the summer and fall months, without sensational features.

Set Your Sales

By Clarence T. Hubbard

EVERY mariner, before setting out on a voyage, sets his sails either in modern or archaic style. If modernly set the voyage is apt to be a much quicker, as well as a much more profitable one. The same with "sales." To reap the best results, to bring your ship of merchandise in port quickest, to count your profits sooner, you must modernly "set your sales."

Working on this fact a cigar man with a booth in one of the Eastern cities corraled much business through "outside" solicitation. His booth was located in one of the city's business arcades and gave him excellent opportunity to get acquainted with the various business men in his building. Through the "leads" he picked up in conversation with these customers he managed to book quite a number of dinners and banquets at which he provided all the cigars and cigarettes.

Finally opportunity in this direction developed so rapidly that he hired an all-day man to tend his booth while he devoted most of his time to selling cigars for special purposes. He called on the various business men of his city—insurance executives, bankers, real estate dealers, salesmen and all those who buy cigars by the box. These men had all been in the habit of going out to buy a box of cigars whenever their supply on hand had diminished but when solicited and found they could obtain the same brand they had always smoked, they gave in their order.

The cigar man called on these customers regularly, not once-in-a-while, and managed to sell a large number of cigars. He didn't attempt to push any special brand on his prospects. He secured for them the kind they wanted—even when he had to buy a box special at no profit whatever! He wanted the trade, the following, the good will of the business men in his city. He got it. The result not only increased his income but also sales at his booth.

Monogrammed cigarettes was one of his features. He sold many boxes of these cigarettes to commercial men about the city. He also secured a large and standing order from a local insurance agency by selling them a cigarette that bore the name and seal of the company represented. This cigarette proved a popular one with agents who delighted in offering a "smoke" that in a good-natured way also proved an advertisement for their company.

By reading the various trade papers on file in his local library he got advance leads of banquets being planned and solicited the proper committees first. He also eagerly watched the local papers and then called on all clubs and societies planning regular or special meetings and ofttimes sold a box or two of cigars which otherwise the organization would have "bought anywhere."

He has an arrangement with his printer whereby any club or society planning a gathering or banquet is furnished with song sheets bearing his name providing the organization buys the "smokes" from him. The song sheet idea, he claims, brings him in more business than any other scheme. So few committees have any idea just what songs should be printed and generally they think of the plan too late. He gives anyone a generous supply free and ofttimes even when they don't buy cigars through him. At the bottom of each sheet his name appears together with the address of his booth and a few short words about his cigars. But the advertisements is not over conspicuous. It is just large enough to be noticed to make it pay in attention gathered for the free distribution.

In these ways this progressive cigar man "sets his sales" and his ambitions for next year are to deliver short illustrated talks on the tobacco industry before local shop meetings, club gatherings and banquets. This idea he figures a novelty that will advertise his name and business in an indirect way. In this lecture he will make no reference to himself or demand that the cigars be purchased from him in order to get the lecture. He plans making it instructive and entertaining and is keen enough to realize that through this offer he will be producing the best publicity possible.

D. Loughran & Co. Acquire Valuable Property

Washington, D. C.

EXPANSION of the quarters of the D. Loughran Company, wholesale and retail tobacco dealers at 1347 Pennsylvania Avenue Northwest, is being planned by the company, which has just purchased the four-story brick building adjoining. No immediate steps will be taken, however, to utilize the property for the tobacco business, as there is still two years to run on the lease of the present occupant of the building.

The price of the property transferred is placed at more than $100,000, and the deal was considered one of the most important of the week. It is probable that within ten years the present buildings at Fourteenth Street and Pennsylvania Avenue, where this property is located, will be torn down and an entirely new aspect given to the corner, which is now occupied by a number of old, small structures.

C. L. L.

From the Outside, Inside

By Frank Farrington

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THE way your store looks on the outside is the way the stranger thinks it looks on the inside. It is the "clothes" of the store. Newcomers in town, transients and the like, pick out their places to buy cigars by the external appearance. They may drop into rough-looking joints in an emergency, but they select the well-dressed shops from preference. And the oldest inhabitants are influenced by the way your place of business looks. They don't keep going to a shop that looks on the outside as if it were occupied by a defunct dealer.

So much for the outside. The outside is important, but the point I am trying to make right now is that the outside is not all there is to it, and the inside must live up to the outside.

The other day I stopped in front of one of the most attractive-looking windows I have seen in a cigar store in a long while. There was a very interesting display of goods and the window was clean and bright. I thought it must be a live shop. There was a pipe in the window that I wanted. The display was of an assortment of good-looking pipes and an alluring price.

I had not been thinking of buying a pipe, but that display interested and tempted me and finally sold me. I went into the shop to make the purchase. I opened the door with the expectation of finding an interesting store and I supposed of course I would find those pipes featured somewhere inside, because they were made to appear in the window as a very special and important proposition.

As soon as I was inside the door I felt I had been mistaken in my judgment. The appearance of the interior of that place was like a slap in the face after what the window had looked like. The floor was littered with burned matches, odd bits of cigarette papers and other minor refuse of business and sales. Very likely it had been swept that morning, though it did not look it.

The show cases were burdened with odds and ends of displayed goods on their tops; soiled, half empty cartons, broken show cards, fly-specked signs, and a generality of stuff that had been left there too long. The walls and woodwork were dingy in color. There was no brightness or cheerfulness to the place. It made me want to back out, but that window display had drawn me in. I was sold on that pipe proposition and I had decided to buy one of them, so I pushed on into the store and walked around to see where the pipes were displayed inside. I looked in vain for them. I looked almost in vain for a clerk. There was one other customer and one clerk was down behind a counter trying to find something for him.

After a few minutes another man came out from the back room and presented himself behind the counter where I had come to a halt. I asked to see the pipes like those in the window. He pulled out a big drawer behind where he stood and produced a box of the pipes. They were all tumbled together in the box in somewhat promiscuous confusion. It was evident that with much handling they would lose their newness, but I got there early before the polish on them was marked.

I picked out a pipe and was allowed to put it in my pocket and pay for it and walk out and never a word of suggestion about anything to smoke in the pipe. The clerk evidently took it for granted that I had no money left after buying the pipe, or that I had enough tobacco to last me forever. At all events, he threw away his opportunity to show me something new and good in pipe tobacco. As a matter of fact I had no tobacco with me and I was anxious to try that pipe, but the interior of the shop was such a disappointment to me that I decided not to try to buy anything there that I was not urged to buy. I made as quick a getaway as I could and went on to another store where I was used to buying and there I got my tobacco.

Now there was a cigar store with enough goods to enable it to put up a pretty good appearance as to display. Whether it had a large stock or not I don't know. It had enough but it refrained from creating any of the favorable opinion it might have created by showing that it had a large stock.

Take the case of those pipes, for example. It had plenty of them. It ought to have had them on display inside the store as well as in the window. People who are experienced shoppers, almost all buyers, in fact, have become accustomed to finding inside a store, usually near the entrance where it is easy to find them on entering, a display of what is shown in the windows. This plan may not be as feasible in a cigar store as in some other kinds, but it is feasible to a certain extent at least.

A less determined customer would not have followed up the matter and no sale would have been made. Men are not very persistent shoppers. They dislike to go into any kind of a store and have to ask questions to find out what they want. They like to see it shown there with the price on it and then they can simply say, "I'll take that," and avoid any uncertainty.

The outside of this store was attractive enough. Evidently the landlord had a pride in keeping his property looking up to date. And evidently there was someone connected with the establishment who knew how to trim up a window and had done it with those pipes.

But the inside management of that place was a joke. No pains had been taken in arranging the goods properly or attractively. There was no such thing shown as salesmanship, at least not by the man who waited on me.

A very special proposition like that of the pipes ought to be made to do all it could for the rest of the stock. The customer ought to find the specially priced goods shown right where other interesting lines would be seen by anyone drawn in to look at the pipes advertised.

I did not go in thinking of buying tobacco. That thought never entered my head until I had the pipe, and then it was the most natural thing in the world and I can't see how that clerk missed his opportunity so wide open. Probably too there are other things hidden away in that store that I might have bought if my attention had been tactfully called to them. And I am sure that if I had found inside of the store interesting displays of goods or a particularly bright and attractive situation, there would have been an inclination to stay longer and to return sooner, and I would have gone on to comment favorably to acquaintances on the store and its service.

The value of the attractive interior to a store is not alone in their ability to sell to us but depends somewhat upon their ability to make us feel like commending and recommending the place to others. When we are drawn into a store that proves to be exceptionally interesting, we go out with many things in our minds that we are going to speak about, whether we make a purchase or not. The best I could do for that shop was to say nothing at all about it. As a matter of fact, as you see, I go out of my way to do a little knocking.

There may have been a day when grandfather could make a living with the sales in a dingy, unattractive, or at least uninteresting looking shop with the best bargains stuck away in boxes or drawers out of sight, where they would not be seen unless somebody asked to see them, but that day is past. If you don't believe it, consider what kind of competition you are up against, a competition that misses no bets, that displays inside and outside and shouts its offerings and puts pep and punch into its displays until the smoker is compelled to take notice, willy nilly.

Make your windows as attractive as the one that halted me and made me take out my pocketbook and walk inside and offer it to the uninterested clerk, and then back up those window displays with the same live methods inside the shop and you will soon have the business coming your way.

A Cigarette Brand Most Widely Known in Argentina

IT is interesting to learn that the most widely advertised and best known article made and sold in Argentina today is a brand of cigarettes. The brand is selling at the rate of 15,000,000 packs a month and still growing despite hundreds of other brands on the market, and many of them widely advertised.

The story of this famous cigarette brand is related by J. W. Sanger, who was selected by the Bureau of Foreign and Domestic Commerce to make a first-hand survey of advertising conditions in Latin-American countries. He has written an article on "Advertising in South America," for "Advertising & Selling," and the tale of this cigarette brand is taken from a current issue in which the article appeared.

This cigarette which is so far outstripping its competitors is known as "43." Mr. Sanger says that rival manufacturers have lain awake nights and have poured money into advertising with a free hand and yet none of them have succeeded in making a dent in the sale of this famous Buenos Aires brand.

Endless stories are told about the rise of the "43" brand to fame, but of all the romances spun about it, says Mr. Sanger, the following is credited with being the truth.

"Two bank clerks used to roll their own cigarettes from 'makin's'. Whether or not they had an ulterior motive, deponent sayeth not, but the fact is that the news got abroad among their fellow employees that these cigarettes were the 'best ever'. They were quietly 'guyed' about their brand of 'smokes', but somehow the fellows liked them whenever they tried them.

"Finally they were persuaded to roll a few days' supply ahead of time, and before long they were regularly supplying their fellow bank clerks for a 'consideration'.

"Then the thought came to them that 'if ten men will buy them why won't a thousand—or a million?'

"They dreamed and made plans, but they had no money for the venture. But finally they quit their jobs of adding up columns of figures, and with a capital of just $43 plus nerve and an idea, they started a business that is today one of the institutions of the Argentine. From the very first *they advertised,* and from the first to last their copy has consisted of little more than a repetition of the magic figures '43' in millions of disguises and different settings. You can't walk down the streets of Buenos Aires without seeing '43' beckoning to you in electric lights. The approaching street-car carries the same legend on the *outside,* and as you take your seat inside the chances are '43' will jump out at you from all sides. Go into a barber-shop for a shave, into a boot-black shop for a shine, or into a lottery shop for a chance to make your fortune; '43' is in all these places, and you can't dodge it. Pick up one of the big Buenos Aires dailies with a circulation of close to 150,000 and you'll find full pages of '43' advertising. In the 'camp' or interior of Argentine, hundreds of small papers carry the same universal message. There's another sales promotion history behind it which I haven't even touched on, but 'that's another story.' It's the story behind the story, which I'll tell another time.

"Another thing. A coupon comes in every package, and it is almost legal tender. You can use these coupons the same as money in buying more cigarettes. Many advertisers in different lines and quite as a matter of course offer to accept these coupons made by mail or in person. Think of having other advertisers pay for the advertising that pushes the sale of your goods!

"I've indulged in no end of criticism of this '43' advertising," says Mr. Sanger. "Many Americans could, and would, have done it differently, *perhaps* better. But the fact remains that today this article absolutely dominates the market, a tribute to the faith of two men, who, with $43 and one idea, started in a small way, spent an advertising appropriation of over one million Argentine pesos per year to repeat just the figures '43' to countless millions until the words and the goods behind it 'got over and stuck'."

LEAF MARKET JOTTINGS

THE Department of Agriculture states that Lancaster County produced in 1918, approximately 46,400,000 pounds of tobacco, which is about eighty per cent. of the crop grown in the entire State. Planting was half finished for the new crop by the middle of the month of June, and is presumably through by this date. The plants are of unusually large size, as the weather was unfavorable for transplanting and they developed a rapid growth in the seed beds.

The Lancaster County Tobacco Growers' Association held a meeting about the middle of the month. The farmers all seemed doubtful about the future demand, and agreed that the acreage will be about three-fourths compared with last year.

It is significant, however, that under discussion of the topic "More Tobacco and Better Tobacco," one of the leading growers upheld his position against a considerable opposition.

The speaker, Mr. Baker, of Landisville, said in part: "The farmers of this county, when raising a large quantity of tobacco, raise a poor grade, which will not sell under ordinary conditions at good prices. The prospects for the coming year are good, but by good do not mean that war-time prices like twenty-five cents a pound will be given, although the crops will likely sell at fifteen or sixteen cents. The people of the county cannot expect to get enough from several acres to buy an automobile and live retired. The grades for selling, however, must be good, so that the farmer can receive more for the crop than it cost him.

"When the shipping conditions are straightened out I believe a large quantity will be sent to the other side, where they are clamoring for tobacco. The soldiers coming home report that the people on the other side, who will sell an article for some enormous price, will part with that thing for a few cigarettes or a good cigar."

No amount of argument to the contrary can alter the fact that if Pennsylvania tobacco is a good thing in this country it is a good thing anywhere, and with a world market, the question of acreage would in time become a problem not of how much to plant but how much could be planted.

Mr. Baker says that Lancaster County farmers lack vision: That Indiana raises twice as much and Ohio four times as much tobacco as does Pennsylvania, and that we cannot raise enough either to swamp the market or to make any great impression on it We have not checked up the statistics, but they are, no doubt, accurate and should be convincing.

There will be a decrease in shade grown tobacco in the Connecticut Valley this year, on account of the great increase in the cost of cloth, which would have to be charged to the price of the crop.

In Wisconsin the growers are balancing their accounts as all but about ten per cent. of the crop has been passed out of their hands. It was the largest crop ever produced in the State. Early buying, when the war was expected to last for at least another year, was at high prices, but after the armistice was signed and the slump came the situation was very much strained, and when after considerable holding back of the crop, buying was resumed at lower rates the relations between grower and packer were anything rather than friendly. They got better as time went on, and the growers realized that at twenty cents a pound average they were getting a high average price, and got out of a difficult situation in very good shape. Much trouble would often be avoided if both sides could realize that neither wants to gouge the other. The packer is generally willing to pay all the market will stand and, in the opinion of those who have reviewed the situation, he has done so. He has stood an advance of fifty per cent. in labor, besides advance in cases and freight, and confronts a rather uncertain future; so that before the whole story is told, the grower may wear the broad smile. Anyway, the grower is putting in a big acreage in anticipation of the next scrap with the buyer.

In Old Kentucky the new tobacco sold in May included 699,296 pounds of Burley valued at $102,003.01, for an average of $14.59; 433,940 pounds of One Sucker, valued at $56,533.31, average $13.03; 800 pounds of Unfired Dark, valued at $944.97, average $10.74; 1,134,220 pounds of Fired Dark, valued at $190,024.92, average $16.75, and 2,028,085 pounds of Green River, valued at $269,752.32, average $13.30, making a total of 4,304,341 pounds, valued at $619,258.53, average $14.39.

Of the old 1917 crop, total sales were 74,994 pounds, valued at $11,159.98, average $14.88. The average for all grades and types of tobacco sold in May was $14.39, a decrease of $8.05 from April.

In the nine months of the current tobacco-selling season, September 1 to June 1, total sales on the warehouse floors were 423,792,353 pounds, an increase over the same period of last year of 68,700,279 pounds.

In Ohio, Burley tobacco markets are expecting a brisk and satisfactory trade. A great deal of the 1918 crop is still in the hands of growers and speculators, and a rise is expected to counteract the recent slump of the country markets. Those who are holding are advised to continue, as an increased home demand may be capped by an enormous foreign demand, and the crop may go out at higher prices than any of it yet brought. Conditions for the new crop are very favorable.

NOW IS THE TIME TO ADVERTISE

PRESENT ADVERTISERS—Increase your space.

PROSPECTIVE ADVERTISERS—Bring your plans to a head and start advertising immediately.

ADVERTISING began as an afterthought of business, but became the forethought. Just as it was a part of the forethought of war that insured victory, so advertising must become the forethought of peace to insure prosperity.

Advertising Anticipates; Advertising Discounts; Advertising Compels. Advertising is the surest, quickest, and most economical selling force known to industry to-day.

The power of an idea multiplied in millions of minds moves governments—or goods—as the case may be.

The Department of Labor urges more advertising by merchants and manufacturers to insure the present prosperity of the Nation.

U. S. Department of Labor

W. B. WILSON, Secretary

ROGER W. BABSON,
Director General, Information and Education Service

TRADE NOTES AND NOTICES

The strike in the Italian stogie factories in San Francisco has been settled by granting an increase of fifty cents a thousand to the employees.

It is reported that C. N. Foreman & Company, of Red Lion, Pa., have an order for a half million cigars for export to China, and have recently completed an order for a million cigars for Japan.

A certification of incorporation has been filed at White Plains, N. Y., of "C. H. Flervellin," to buy, sell and manufacture tobacco, wholesale and retail. The capital stock is $10,000 and place of business, Ossining, N. Y.

The Peoples Tobacco Warehouse Company, of Sumter, S. C., has been chartered, with a capital of $20,000. The officers are: L. D. Jennings, president; A. G. Phelps, vice president; D. G. F. Bubtman, secretary and treasurer.

The Cincinnati Tobacco Warehouse Company has acquired the old Federal Ball Park, Second and Scott Streets, Covington, Ky., and will erect a modern loose leaf tobacco warehouse to be run in connection with the Kenton warehouse under the same name.

The Hall Tobacco Chemical Company, of Jersey City, N. J., has been incorporated at Trenton, N. J., with a capitalization of $50,000, and offices at 212 Fifth Avenue, New York City. It will manufacture and treat tobacco and its products, and also manufacture and sell fertilizers and other products.

The American Vice Consul at Mexico City has notified the Department of State that "The export duty on leaf wrapper tobacco according to a decree by the President signed recently and effective at once is lowered from four and one-half to two and one-half cents United States currency each kilo (from $0.0204 to $0.0113 per pound). The export duty on filler tobacco is lowered from two and one-half to one cent United States currency per kilo (from $0.0113 to $0.00453 per pound)."

Among new incorporations are the Lyons Warehouse Company, at Lyons, Ga., $10,000; Warder Tobacco Company, Glasgow, Ky., $25,000; Union Tobacco Warehouse Company, Stoneville, N. C., $25,000; Elmira Tobacco Company, Elmira, N. Y., $10,000; Pure Gold Tobacco Company, Greenville, Tenn., $50,000; Vestry Cigar Company, 32 Liberty Street, New York City, $10,000; The Greater New York Cigar Dealers, Incorporated, $50,000; The Western Tobacco Company, Milwaukee, Wis., $10,000.

The Farmers and Shippers' Tobacco Company has been organized at Huntingdon, W. Va., and has acquired a large warehouse building on Twenty-sixth Street.

The Fitzgerald Cigar Company has been incorporated at Dubuque, Iowa, with a capital stock of $50,000. B. M. Fitzgerald is president, and Philip Ternes is vice president and secretary of the corporation.

Colonel Owens, chief clerk to the Virginia State Commissioner of Agriculture, says that reports from all sections of the State indicate a bumper crop this year. Labor is reported scarce, but the planters are getting in a large acreage.

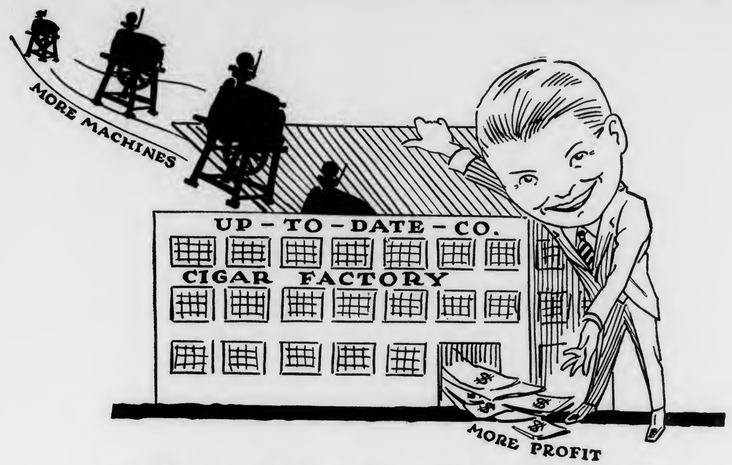
Continued idleness of the cigarmakers in Porto Rico has resulted in poverty and hardships, notwithstanding the fact that the union men are receiving strike benefits from cigarmakers' unions in the United States. The strike has already lasted five months.

The Miami Valley Tobacco Growers' Association are holding out for twenty cents a pound for Zimmer Spanish and more for top grades. They say that the only supply of Spanish and Old Dutch leaf in the United States is now held in the Miami Valley, and twenty cents is the minimum.

The progress of the shade grown tobacco industry in Connecticut defies all arithmetical progression. In 1900 one-third of an acre produced two bales of wrappers; in 1901, 41 acres produced 240 bales; by 1910 there were 1000 acres producing 6000 bales, and in 1918 there were about six thousand acres which produced 36,900 bales of wrappers.

At Tsingtau, China, tobacco leaf, of which 4,674,817 pounds were shipped in 1917, has become an important export, but it should be noted that practically all of this amount is raised in Shantung under the supervision of a British company employing American experts and is used in that company's cigarette factories elsewhere in China.

Davis S. Dushkind, son of Charles Dushkind, secretary and council of the Tobacco Merchants' Association of New York, who was associated with his father in the management of the association from its very inception, has left the Tobacco Merchants' Association of the United States to accept a position with the International Planters' Corporation in its tobacco export business.



Does Production Count, Mr. Manufacturer?

THEN ask today for a demonstration of the UNIVERSAL TOBACCO STRIPPING and BOOKING MACHINE in *your own* factory on *your own* tobacco.
It won't cost a thing to let us show you—*and it means a flood of dollars to you!*

More than a thousand manufacturers are using from 1 to 400 "Universals" in their factories today. The fact that they order and re-order proves that "Universals" are successfully building production for them.

One operator with a "Universal" can strip as much as three hand-strippers. There is no waste of stock through torn leaves or curled tips. The tobacco is smoothly booked, so that each cigar-maker can produce from 35 to 50 more cigars a day.

Increased production, of *better* cigars, at *lower* cost—are the direct results of "Universal" service. Ask us for *proof* in *your* factory today!

Catalogue and Price List on request

Universal Tobacco Machine Co.
79 FIFTH AVENUE, N. Y.
FACTORY: 98-104 Murray St., Newark, N. J.

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE
COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919
REGISTERED IN U.S. PATENT OFFICE

Two Brands that will Increase Your Business

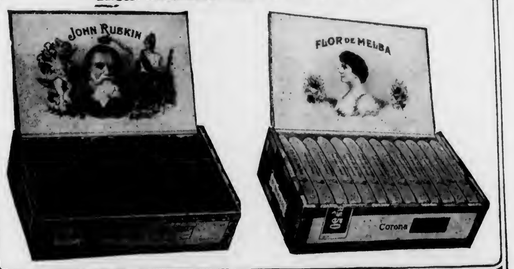
John Ruskin
IS IT TOO BIG?
7c.- 3 for 20c.

Flor de MELBA
The Cigar Supreme.
3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World



Western Retailers Meet

THE seventh annual convention of the Western Retail Cigar Dealers' Association was held at San Francisco, Cal., June 10th and 11th.

At the close of the sessions of the first day, which were devoted to the annual reports of President Daniel B. Dwyer and Secretary N. E. Nelson, the following officers were elected: President, J. F. Dizord, of Seattle; secretary, N. E. Nelson; treasurer, O. E. Doherty. Vice presidents: I. Weinberger, Los Angeles; A. Johnson, Hoquiam, Wash.; J. J. Leary, San Francisco.

A joint session of the retailers and representatives of the wholesalers was held on June 11th at which many topics were discussed, principally the retail prices of cigars, and a summary of the address shows a unanimous opinion that the public is cheerfully buying higher priced cigars, and that the fifteen-cent Havana is here to stay. In the cheaper grades, six-, seven- and eight-cent goods sell well, and the nickel cigar is a slow seller.

GOVERNMENT MONOPOLY IN COSTA RICA

According to certain articles of a law passed in Costa Rica December 14, 1918, which provides for the refunding of the interior debt by issuing 10,000,000 colones ($2,500,000, according to present exchange values) in bonds, Government monopoly of matches and cigarette paper is arranged for as follows:

Article 7: The importation of matches or wax matches and cigarette paper in sheets or packets, as well as the manufacturer of these articles in the country, can be made only by the Executive, to be sold by wholesale, but under the condition that they be retailed as follows: Matches or wax matches in boxes containing not less than 60 units or a weight of 15 grams, including the packing or wrappers, at the rate of two boxes for 15 centimos during the first year that this law is in effect, and at the rate of 5 centimos per box after that period. Cigarette paper in sheets not less than 26 by 34 centimeters, at the rate of 10 centimos per sheet and in packets at the rate of 60 for 10 centimos during the first year of this law, and after this at the rate of two sheets for 15 centimos. In the event of importation of boxes of matches, or cigarette paper in sheets or packets of larger or smaller sizes than those taken as the basis for calculation, the retail prices shall be proportional.

Article 9: The importation or manufacture by private persons of matches or wax matches or cigarette paper in sheets and packets is considered as a fraud on the Treasury and they are treated as contraband.

A special stamp tax of 1 centimo a box is imposed on the stock of matches or wax matches in the country; for each sheet or packet of 60 pieces of cigarette paper, 3 centimos. This last is transitory, for one tobacco company has permission to import cigarette paper.

CHARLES L. EATON DEAD

Charles L. Eaton, vice president of the S. S. Pierce Company, of Boston, Mass., died at his home in Malden, Mass., on June 7th.

It's toasted

Back to the desk after lunch

Light a Lucky Strike cigarette—the real Burley cigarette. The flavor of the Burley tobacco is developed and enriched by toasting.

Open your package this way

LUCKY STRIKE cigarette

It's toasted. Try the real Burley cigarette. Buttered toast has flavor because it's toasted. Same with Lucky Strike Cigarette.

It's toasted

© Guaranteed by The American Tobacco Co. INCORPORATED

TOPIC

HAVANA CIGARS

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed.

Made in six sizes:

Classic and Victor size . . .	10c
Literary and Blunt size . .	11c
Corona and Senator size,	13c, 2 for 25c

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

Makers of the famous "BOLD" seven cent cigar

ANNOUNCEMENT

TO

Smokers, Cigar Dealers and Jobbers

WE receive daily many inquiries as to why we do not fill all orders for **BLACKSTONES.**

We are producing nearly one and a quarter million **BLACKSTONES** every week.

This is the largest output in our history.

We are doing everything possible to further increase production.

But **BLACKSTONE** popularity has outstripped our present facilities.

All our customers are being treated impartially.

We are allotting our cigars to the trade with absolute fairness.

Remember, whatever the **seeming scarcity** of **BLACKSTONES,** we are actually producing more than ever before. And as quickly as possible we'll catch up with the demand.

In the meantime, let us thank you all for your most generous response to our policy of giving you a good cigar.

WAITT & BOND CO., Inc.

TOBACCO GROWING IN IRELAND

The Department of Agriculture for Ireland, in its annual report, notes that the tobacco-growing experiments, for which grants have been made from the Development Fund aggregating £63,675, were continued in 1918. Those by Lord Dunraven, which were suspended in 1917, owing to fire, and by Sir Nugent T. Everard, Navan, were continued by him in 1918, on a reduced scale, owing to the withdrawal of some of the growers from the scheme. Arrangements have been made with the approval of the Treasury, whereby certain special additional grants will be paid to the experimenters to enable them to defray such charges. Of the 77 acres planted with tobacco under the Department's scheme in 1918, 2½ acres were planted with cigarette tobacco and one acre with cigar tobacco, the remainder being put under pipe tobacco. The harvesting and curing seasons were rather unfavorable, but the tobacco crop suffered practically no damage from frost or wind. The average yield per acre of cured tobacco is expected to approach normal, and, in view of the scarcity of tobacco leaf, the prices for the crop should reach a very high level. It is further reported that the entire 1917 crop has been marketed, and realized an average price of 10.3d. per lb. From 7d. per lb. to 1s. 0¾d. per lb. was paid for pipe tobacco, and from 6d. to 1s. 10d. per lb. for cigarette tobacco.

The market for the Far East is practically centered in China, according to official reports of the Bureau of Foreign and Domestic Commerce at Washington, D. C. This bureau states that coming at a time when opium is being stamped out, efforts to popularize American tobacco and tobacco products are meeting with great success.

I Am Your Worst Enemy!

I am the ruler of retail reverses.
I am the Lord High Potentate of Failure.
I am the reason for that downward slant on your profit curve.
I am the cause of the silent sickness that stills your cash register bell.
I am the origin of dissatisfied customers and loss of trade.
I am the leaven of uncertainty in the midst of certain profits.
I am the element of chance that turns a winning business into a losing gamble.
I am the Fountain-head whence springs the majority of your trouble and worry.
I am the key to the problem why more than 15,000 retailers fail every year.
I am the why and the wherefore, the direct and proximate cause, the germ and the genesis of unsuccessful merchandising.
I am the Sticker, the Shelf-Lounger, the Left-Over. the nameless child of an unknown father.
I am the unadvertised product!

—Retail Public Ledger.

SHADEGROWN

Connecticut, Florida

and

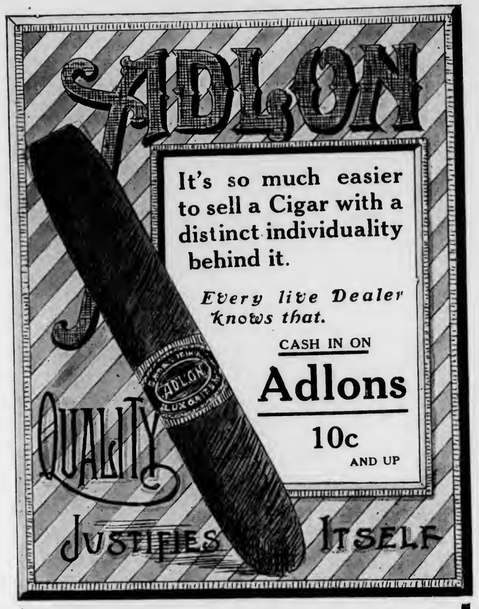
Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City



44 Cigar Co. Inc. **Philadelphia**

Two Reliable Jobbers

can secure exclusive distribution of an excellent *Shadegrown* brand retailing at 10c and up.

This brand is comparable with the finest cigars of the Shadegrown type. The label is attractive and the quality is convincing.

The manufacturers are long established, and well and favorably known.

This brand is not a Shelf-Lounger, and the opportunity is open only to such jobbers as are in a position to feature a good Shadegrown cigar.

Address, SHADEGROWN,
c/o Tobacco World.

Cigar Decrease in April

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1919.
(Figures for April, 1919, are subject to revision until published in the annual report.)

Products		*April, 1918*	*April, 1919*
Cigars (large):			
Class A,	No.	115,505,760	146,248,014
Class B,	No.	366,397,190	196,607,135
Class C,	No.	131,608,156	162,918,249
Class D,	No.	1,259,966	1,876,188
Class E,	No.	1,601,242	2,707,908
Total,		616,372,314	510,357,494
Cigars (small),	No.	79,794,719	73,314,273
Cigarettes (large),	No.	1,514,427	1,956,044
Cigarettes (small),	No.	3,393,675,490	2,650,182,742
Snuff, manufactured,	Lbs.	3,414,143	2,929,118
Tobacco, manufactured,	Lbs.	35,229,106	29,883,710
Playing cards,	Packs	1,831,122	1,821,883

PORTO RICO

Products		*April, 1918*	*April, 1919*
Cigars (large):			
Class A,	No.	7,413,300	735,735
Class B,	No.	8,321,380	280,900
Class C,	No.	6,311,245	631,710
Class D,	No.	15,200	.....
Total,		22,061,125	1,648,345
Cigarettes (large),	No.	.....	100,000
Cigarettes (small),	No.	140,000	20,000

PHILIPPINE ISLANDS

Products		*April, 1918*	*April, 1919*
Cigars (large):			
Class A,	No.	9,231,000	18,787,138
Class B,	No.	14,021,155	6,526,563
Class C,	No.	715,525	438,837
Class D,	No.	6,040	2,500
Total,		23,973,720	25,755,038
Cigarettes (small),	No.	172,302	305,380

AUSTRIAN TOBACCO SUBSTITUTES

Concerning Austrian tobacco substitutes, London "Tobacco" says:

"During the war the tobacco markets of the world became by degrees more and more inaccessible to the Austrian Tobacco Régie, and even from neutral countries raw tobacco could only be obtained with the greatest difficulty and at enormous prices. Consequently, in order to make a small quantity of tobacco go as far as possible, they were obliged to look around for substitutes with which to adulterate it. They experimented with every imaginable thing in the vegetable kingdom; cucumbers, vegetable marrows, asparagus, chicory, watercress, hazel leaves, etc., etc., but after endless experiments and much hunting about, they came to the conclusion that beech leaves were the right thing, and now ten per cent. of this substitute is used in the manufacture of the cheapest kinds of pipe tobacco and is included in the tariff."

Notes and Comment

A cigar dealer in Memphis, Tenn., has a sign in his window "Good and Bad Cigars." He is probably stocked up for election day.

The Commercial Department of the Royal Netherland Legation at Washington, D. C., has recently been established for the express purpose of fostering trade between the United States and Holland, and is in a position also to give commercial information about trade between the two countries to the American merchants.

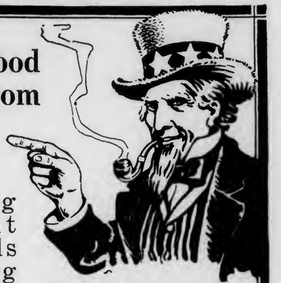
From an English exchange we learn that "A certain section of the community in Plymouth have been greatly exercised because of allegations to the effect that Plymouth lady bathers indulge in smoking at the bathing house under Plymouth Hoe." England is not the only country where certain sections of the community forget to "mind their own business."

In the district of Bahia, Brazil, from 400,000 to 450,000 bales of tobacco were produced in 1917. The tobacco sold in 1917 was the crop harvested between August and December, 1916, which was not shipped before March, 1917, because of double duty levied on all tobacco exported before that date. The object is to secure a thoroughly seasoned article. The tobacco industry was seriously injured by the war. Out of a crop of 450,000 bales, of 154 pounds each, in 1917 Great Britain received 1,833 bales; France, 82,024 bales, and Argentina, 116,403 bales. Great quantities were bought on European account and on November 1, 1918, there were 179,804 bales in storage in Bahia. It is estimated that the entire crop has been sold. The average price for 1917 was 11 cents per pound.

KING OF SMOKERS

Mynheer Van Klaes, who flourished about fifty years ago, has always held, without dispute, the title of the "king of smokers." His den was a museum of nicotine relics containing specimens of every kind of tobacco smoked in the world and every kind of pipe through which the nations drew inspiration. Here he smoked incessantly—his life consumption was estimated at four tons of tobacco, or ten pounds every week of his sixty smoking years. He died at eighty-one, devoting his whole life to the burning of incense to Nicotia. His funeral was in harmony with his life. By his express directions his coffin was lined with the wood of old cigar boxes. At his feet were placed a bladder of the finest Dutch gold leaf and a packet of Caporal; by his sides were laid his china-bowled pipe and a box of matches and steel, flint and tinder. In accordance with his will all the smokers of Rotterdam were invited to the funeral and instead of the old-fashioned mourning rings each was presented with ten pounds of good tobacco and two pipes bearing Van Klaes' arms. All the mourners during the funeral service smoked, and at the words "ashes to ashes, dust to dust" shook the ashes out of their pipes on the coffin lid.—"The Argonaut."

Here's Good Advice from Uncle Sam



"The Big Ten-Cent Tin" leads you to big ten-cent sales. Put them next to that Big Ten-Cent Tin filled with the finest, sweetest Kentucky Burley ever put in a pipe.

They will thank you a thousand times and bring a dime with every thank you.

For Pipe or Cigarette

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REDI-CUT
P. Lorillard Company Established 1760

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

PIT CAR:—41,165. For smoking and chewing tobacco. June 7, 1919. Weisert Bros. Tobacco Co., St. Louis, Mo.

GREAT REX:—41,167. For cigars, cigarettes and smoking tobacco. April 10, 1919. Vanden Berge Cigar Co., Jacob Vanden Berge, owner, Grand Rapids, Mich. Trade-mark claimed to have been in actual continuous use for from 18 to 25 years when it was first adopted by the Math. Kordick Cigar Co., Chicago, Ill., from whom title was derived by registrant by a transfer dated March 28, 1919.

CASINO BELLE:—41,168. For cigars, cigarettes and smoking tobacco. April 10, 1919. Vanden Berge Cigar Co., Jacob Vanden Berge, owner, Grand Rapids, Mich. Trade-mark claimed to have been in actual continuous use for from 18 to 25 years when it was first adopted by the Math. Kordick Cigar Co., Chicago, Ill., from whom title was derived by registrant by a transfer dated March 28, 1919.

RAIN CHECK:—41,169. For all tobacco products. June 9, 1919. George Schlegel, New York City.

EDLO:—41,170. For cigars, cigarettes, cheroots and tobacco. May 16, 1919. Gifford Liesenberg Co., Mason City, Iowa.

CRUCIBLE:—41,171. For cigars, cigarettes and tobacco. February 6, 1919. Tri State Cigar Mfg. Co., So. Bethlehem, Pa.

ORBIT:—41,172. For cigars, cigarettes and tobacco. February 6, 1919. Tri State Cigar Mfg. Co., So. Bethlehem, Pa.

PEACE TIME: AN ANTI-PROFITEER 5c. CIGAR:—41,173. For cigars. March 22, 1919. P. P. Martinez, Dallas, Texas.

FRUMOSSA:—41,174. For all tobacco products. June 10, 1919. Chas. Danitz, Chicago, Ill.

BEN VENUTO:—41,175. For all tobacco products. June 10, 1919. Chas. Danitz, Chicago, Ill.

PENN'S WOODS:—41,176. For cigars, cigarettes, cheroots and smoking tobacco. June 11, 1919. H. Anton Bock & Co., New York City.

GARCIA DANDEE:—41,178. For all tobacco products. May 17, 1919. The Allied Cigar Corporation, New York City.

P. R RISAGOS CIGAR:—41,179. For cigars, June 7, 1919. Lasco Cigar Co., William A. Watkins, Prop., Albany, Ga.

GULF SMOKER:—41,180. For cigars, cigarettes and tobacco. June 11, 1919. Beaumont Cigar Co., Beaumont, Tex.

LA FLOR DE ANTONIO PORRO Y CA.:—41,181. For all tobacco products. June 12, 1919. Antonio F. Porro, Quincy, Fla.

RAILROAD OFFICIAL:—41,182. For cigars. June 13, 1919. Thompson & Co., Inc., Tampa, Fla.

GARCIA MIO:—41,183. For all tobacco products. June 14, 1919. Chas. S. Morris & Co., New York City.

BLACK HAWK NO. 86:—41,184. For all tobacco products. June 9 1919. Chas. Leutz & Co., Jefferson, Wis.

THE HAVANA-VIRGINIAN:—41,188. For cigars. June 7, 1919. H. Anton Bock & Co., Inc., New York City.

DAVID NIETO:—41,189. For all tobacco products. June 16, 1919. Nathan Kaplan, Chicago, Ill.

CAPTAIN JOHN ALCOCK:—41,190. For all tobacco products. June 16, 1919 American Litho. Co., New York City.

LIEUT. ARTHUR W. BROWN:—41,191. For all tobacco products. June 16, 1919. American Litho. Co., New York City.

(*Continued on Page 26*)

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

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FOR SALE—TO CLOSE AN ESTATE. Cigar factory and retail store, with pocket pool, billiard table, etc. A good going business. Good location in the city of Grand Rapids, Michigan. Cigar factory employs from eight to fourteen men. Ready market for goods. For information write to Grand Rapids Trust Company, Grand Rapids, Michigan.

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SALESMAN WANTED TO CARRY LEAF TOBACCO SIDE LINE—Good live salesman, calling on good manufacturers in Pennsylvania, wanted to carry line of Florida and Georgia wrappers as a side line, on attractive commission basis. Address Box 301, care of "Tobacco World."

FOR RENT

FOR RENT—First Pennsylvania District. Cigar factory; modern building, suction equipment and operators for large production. Investigate. Address Box 306, care of "Tobacco World."

TOBACCO COMBINATIONS IN GERMANY

Concerning tobacco combinations in Germany, among the wholesale dealers in tobacco products, London "Tobacco" says: "Among the wholesale dealers in tobacco products, the combination idea is taking deep root. The difficult times ahead of us make the need of strong combinations more and more evident. There has just been founded: The Union of Tobacco Dealers in the Province of Brandenburg—headquarters, Berlin; The Union of the Wholesale Tobacco Manufacturers of Lower Saxony—headquarters, Hanover; The Union of Wholesale Tobacco Traders of Hamburg, which was founded in 1912, has taken in Schleswig-Holstein, Lubeck and Mecklenburg, its headquarters still being Hamburg. With Dresden as its headquarters, a Union of Employers in the Cigarette Industry has been founded. It is to have as members makers of cigarettes, cigarette tobacco and cigarette tubes in Germany. Its object is to look after the general interests and the rights of its members as employers, to cultivate good relations with the workpeople, and to prevent strikes and lock-outs. Branches have been established in Bavaria, Baren, Wurtemberg, Saxony, etc."

The Continental Bank of New York has issued a statement of its resources which is of especial interest to the tobacco trade. It has a capital stock of $1,000,000 and surplus of $650,000. J. V. Fredericks, the president, is well known in the tobacco industry as are several of the directors.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
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A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
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REGISTRATIONS

(*Continued from Page 24*)

ALCOCK-BROWN:—41,192. For all tobacco products. June 16, 1919. American Litho. Co., New York City.

VICKERS-VIMY:—41,192. For all tobacco products. June 16, 1919. American Litho. Co., New York City.

PLYS LODGE MIXTURE:—41,194. For cigars, cigarettes, cheroots and smoking tobacco. June 18, 1919. H. Anton Bock & Co., New York City.

TAMPA SUN:—41,195. For all tobacco products. May 15, 1919. Greenwood & Co., Savannah, Ga.

AMERICAN LEGION:—41,196. For all tobacco products. April 19, 1919. American Litho. Co., New York City.

BOB TREVOR:—41,197. For all tobacco products. May 7, 1919. Hudson County Tobacco Co., Jersey City, N. J.

NON-STOP:—41,198. For all tobacco products. June 16, 1919. American Litho. Co., New York City.

100% A. E. F. 100%:—41,199. For cigars, cigarettes and tobacco. June 13, 1919. Fred H. Moffatt, Rockford, Ill.

GARCIA FIRST:—41,200. For cigars. June 18, 1919. H. Lefkowitz, New York City.

ENTERTAINER:—41,201. For cigars only. May 9, 1919. Wertheimer Bros., Baltimore, Md.

P. R. RESAGOS CIGAR:—41,179. For cigars. Registered June 7, 1919, by Lasco Cigar Co., William A. Watkins, Proprietor, Albany, N. Y.

TRANSFERS.

SAN FINO:—33,711 (Tobacco Leaf). For cigars, cigarettes and Tobacco. Registered July 10, 1907, by O. L. Schwencke Litho. Co., New York City. Transferred to C. M. Masenhimer and re-transferred to Harvey C. Wireman, Hanover, Pa.

DAN DEE:—27,963 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered December 7, 1903, by American Litho. Co., New York City. Transferred to Eggerss O'Flying Co., and re-transferred to Allied Cigar Corporation, New York City, on June 6, 1919.

KING COAL:—32,925 (Tobacco Leaf). For cigars. Registered February 18, 1907, by J. J. May, Trinidad, Col. Transferred to Julia May, and re-transferred to Vincent E. Richardi, Trinidad, Col.

TRINIDAD BOY:—32,926 (Tobacco Leaf). For cigars. Registered February 18, 1907, by J. J. May, Trinidad, Col. Transferred to Julia May, and re-transferred to Vincent E. Richardi, Trinidad, Col.

EL POLEO:—32,927 (Tobacco Leaf). For cigars. Registered February 18, 1907, by J. J. May, Trinidad, Col. Transferred to Julia May, and re-transferred to Vincent E. Richardi, Trinidad, Col.

CORRECTED PUBLICATION.

The following appeared under the heading of cancelled registrations in the last issue instead of

THE CABOTS:—16,795 (U. S. Tobacco Journal). For cigars. Registered December 6, 1894, by L. E. Neuman & Co., New York City. Transferred to Vyth Cigar Co., Chicopee Falls, Mass., June 2, 1919.

SAFETY SEAL:—37,994 (U. R. B.). For cigars, cigarettes, cheroots, smoking and chewing tobacco. Registered February 8, 1913, by Edward D. Depew & Co., New York City. Transferred to H. F. Fidler & Co., Womelsdorf, Pa., April 29, 1919.

VAN KOVEN:—27,335 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered September 30, 1902, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to B. Payn's Sons Tobacco Co., Albany, N. Y., June 4, 1919.

BASRA:—34,017 (Tobacco Leaf). For cigarettes. Registered September 7, 1907, by the Royal Turkish Tobacco Co., New York City. Transferred to A. N. Barson & Co., New York City, and re-transferred to the Majestic Tobacco Co., New York City, April 30, 1919.

Dispatches just received from Mexico City report that the export duty on leaf wrapper tobacco from Mexico has been lowered from four and one-half to two and one-half cents, United States currency, each kilo (from 2.04 to 1.113 cents per pound). The export duty on filler tobacco is lowered from two and one-half to one cent, United States currency, per kilo (from 1.13 to 0.453 cents per pound).

According to the statistics, in 1914 only 179 pounds of cigar wrapper tobacco were imported from Mexico. This amount increased in 1915 to 12,180 pounds, valued at $6169. None was imported from 1916 to 1918.

C. L. L.

CIGAR BOX LUMBER FIRM

Cigar box lumber men report that prices are firm and that there is every indication of a further advance. This is interesting for the cigar box manufacturers, but perhaps more so for the cigar manufacturers.

We all know the price of war by now, but we are about to become acquainted with the prices of peace.

The Canadian "Cigar and Tobacco Journal" says: "Maybe it's because we've got a 'dry' country here now and everyone wants to fill up their sweet tooth with candy instead of something stronger, but the way chocolate and confectionery sales are mounting up in cigar stores is a caution. The retailer who has gone after the candy trade is a wise bird and he can figure on some nice profits at the end of the year. If more of them would 'go and do likewise' it might help."

Cork Tips **Cork Bobbins**

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Established 1881

Volume 39 July 1, 1919 No. 13

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We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

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"BULL" DURHAM

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The American Tobacco Co.
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VOLUME 39 NO. 14

The TOBACCO WORLD

JULY 15, 1919

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Important Announcement

The PASBACH-VOICE LITHOGRAPHING CO., INC., advise the trade that they will hereafter do business through direct representation and periodic visits from the home office, in the territory in which they have been formerly represented by The American Box Supply Co. and Mr. John B. Thatcher.

The kindest feelings exist between the PASBACH-VOICE LITHOGRAPHING CO., INC., and their former agents, business relations having been discontinued through unforeseen circumstances and not through any disagreement. They will make every effort to receive a continuance of the generous patronage heretofore enjoyed through their agents.

It is suggested that all business and correspondence be conducted direct with the New York office, where Mr. J. A. Voice and his entire staff will give all inquiries personal and prompt attention.

Pasbach-Voice Lithographing Co., Inc.

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Manila Scraps make a fine full flavored cigar that can be sold for a nickel
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PHILADELPHIA

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THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

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Strikes Emphasize Great Need For Use of Mechanical Devices by Cigar Manufacturers

FOR more than eighteen months THE TOBACCO WORLD has urged the attention of cigar manufacturers to the great benefits to accrue to their industry through the wider use of mechanical devices for the production of cigars. It has been repeatedly pointed out in these columns that facilitating devices that can be operated by unskilled labor offer many advantages. Chief among them is the standardization of the product and the greater range allowed for the systematic operation of a factory. These points alone would warrant the installation of mechanical devices to say nothing of the greater economy made possible by the use of machinery.

The fact that most devices for the cigar industry can be operated by unskilled labor is a point worthy of high consideration at this time when the skilled workmen in New York and Boston have left their benches.

Prices in the cigar industry are creeping higher and regardless of the outcome of the present difficulties between the employes and employers and an increase in cigar prices is bound to result.

There is sure to be some saving in the use of machinery, and if it were not so it would not be a fact that the very largest manufacturers of cigars in this country not only are using vast quantities of mechanical facilitating devices, but are always ready to try out any new piece of machinery.

The cigar is a comparatively cheap product, or has been until recently, and there is danger in forcing the prices of cigars any higher. For cigars to be sold at their present level, as we have emphasized in previous articles, methods of economy must be introduced. Production must be obtained at a lower cost.

The aggregate waste of raw materials due to the imperfections of humanity is enormous. The consumption of free cigars is an item that taken collectively reaches a big figure.

The stemming machine, the suction table and the bunch machine have all demonstrated their value. Other devices are coming into use more and more. Banding machines have reached a point where they can be profitably employed by cigar manufacturers.

One of the greatest mechanical boons to the industry is the stripping machine which strips wrapper, binder and filler. Here is a product that not only facilitates cigar production but eliminates waste, and is economical to a high degree. The evidence of manufacturers who are using it, and they now number more than one thousand, is practically unanimous. Any manufacturer who employs three hand strippers can afford to install a stripping machine.

Perhaps the most marvelous device that we have seen in operation is the cigar-making machine. This produces the cigar complete from the making of the bunch to the putting on of the wrapper and the forming of the head and tuck. The production is uniform, economical, and in addition thoroughly satisfactory to the smoker. We have seen men who were smoking both a hand-made and machine-made cigar, and they have chosen the machine-made cigar as the better smoke, and without knowing which cigar was hand-made or machine-made.

It is useless to dwell on the great advantages accruing through the use of such a machine. Unskilled operators can be taught to produce good cigars in a very short time, which is not true of the hand-made product.

Reoccurring conditions which prevent production must eventually turn the mind of the cigar manufacturer toward mechanical facilitating devices. The existing conditions must prove to the employer that he must look to machinery for the solution of his problems.

We are pleased to note that other publications in the trade have seen fit to point out the advantages of mechanical devices.

It is to be regretted, however, that a great amount of editorial inspiration is reflected only from the advertising pages.

The publisher who is seriously working for the betterment of the industry can at all times afford to lend editorial support to any constructive movement regardless or whether or not advertising revenue is dependent upon it.

For the past eighteen months THE TOBACCO WORLD has been alone in its stand for the introduction of mechanical devices into cigar factories, and despite the fact that as far as advertising revenue is concerned its proportion has been but a very small part of the whole. On the other hand there is an obligation to the subscriber that cannot be weighed against advertising revenue.

It is true that the majority of concerns producing machinery for the cigar industry have apparently spent as little as possible for real publicity, but we do not believe that this condition will continue indefinitely.

Rates Based on Gross Weight Increasing Claims

Washington, D. C.

THE policy of the railroads in basing freight charges upon gross weights not only penalizes manufacturers and shippers for careful packing, but results in greatly increased claims upon the roads for loss and damage of shipments made in inferior containers, according to the traffic representative of one of the national manufacturing organizations. Instead of this, shippers should be given an inducement for careful packing, he declares, and not charged more for the gross weight of their shipments than careless packers.

Under the existing system of charges for transportation the gross weight of a shipment is made the basis for applying the rate and this, it is claimed, is at the bottom of the whole problem of loss and damage.

"It is fundamentally defective," declared the traffic manager, "in that it encourages the use of cheap, flimsy, light-weight packing materials. The lighter and cheaper the container, the less weight; the less weight, the lower will be the transportation charges. In other words, there is a big inducement to use light containers.

"The reverse is true of the heavy, substantial container, for to use a strong container the shipper must increase the gross weight of a shipment and to increase the weight adds to the transportation charges.

"Not only is the careful shipper penalized by increased charges for the increased weight of his packing materials, but he is further penalized by advancing rates of transportation, which have been increased to defray the burden of increasing loss and damage claims on inferior containers. The careful shipper soon finds this out and says to himself, 'What's the use? I'll be money in pocket by using a cheaper, lighter container.'"

Revenue Department After Tax Evaders

Washington, D. C.

WITH the decision in the English-O'Brien case in Boston as a precedent, the Bureau of Internal Revenue has inaugurated an intensive campaign for the detection and punishment of persons and concerns who failed to render tax returns or who evaded the payment of part or all of the taxes due the Government. No quarter will be shown, no compromises will be accepted and the prosecution of tax-evaders will be pushed to the limit, it is declared. The only persons who will receive any consideration are those who innocently filed incorrect returns or persons who attempted to evade the law who come forward with a confession and a correct report.

Within a few days the Treasury Department will have not less than five thousand thoroughly trained men scouring the country for persons who have not paid their taxes or paid in full. For the first time in the history of the country, it is declared, a millionaire has been sent to jail for nonpayment of taxes, and the same slogan of "without fear or favor" will be followed in the prosecution of others who may be detected in attempts to evade taxation.

Business concerns especially will be subjected to scrutiny. It appears that, as in the English-O'Brien case, certain concerns throughout the country have been keeping two sets of books—one for themselves and one for the revenue inspectors. During the past two years firms which formerly made but comparatively small profits have reaped a harvest through the war demand for the commodities in which they dealt. In such cases there has been a temptation to falsify returns, the idea being that a return can be filed showing only a moderate increase in business which, compared with previous returns, will appear to be a straightforward report. Messrs. English and O'Brien adopted that procedure and nearly save a million dollars in taxes.

Pennsylvania Leaf Acreage Decreased

According to the report of the United States Department of Agriculture, Bureau of Crop Estimates, under date of July 12, for the State of Pennsylvania, tobacco acreage has decreased 10 per cent. since last year, due to the unsatisfactory price of last year's crop. The total area planted is estimated at 41,000 acres, as compared with 45,600 acres last year, and 42,044 acres, average area planted for the past ten years. Weather conditions at the time of setting were unusually favorable and the condition of the crop on July 1 was 94 per cent. of a normal indicating a yield of 1438 pounds per acre, and a total production of 58,958,000 pounds, as compared with 64,752,000 pounds in 1918, and 57,266,300 pounds the average production for the past ten years.

Federal Trade Commission Again Urges Law To Fix and Maintain Resale Prices

THE Federal Trade Commission in a special report to Congress on Saturday renewed its recommendation made last December that manufacturers be permitted by law to fix and maintain resale prices, subject to review by a disinterested agency.

The Commission says that such a law would remove present complexity in the business world, promote the efficiency of manufacturing and commercial institutions and serve the interest of the consuming public.

Under the Commission recommendation, manufacturers desiring to fix and maintain resale prices would file with an agency to be designated by Congress, descriptions of their articles, contracts of sale, and the price schedules to be maintained. The disinterested agency would be charged with the duty, "upon complaint of any dealer or consumer or other party at interest," to review the terms of contracts and prices.

The Commission's recommendations, it stated, were based on the following conclusions:

(1) That producers of identified goods should be protected in their intangible property right or good will, created through years of fair dealing and of sustained quality of merchandise;

(2) That the unlimited power both to fix and to enforce and maintain resale prices may not be made lawful with safety; and

(3) That unrestrained price-cutting is not in the public interest, and tends, in the long run, to impair, if not to destroy, the production and distribution of articles desirable to the public.

"There must be a common ground," the Commission said, "wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such a ground has been a task of the Commission."

The text of the Commission's special report to Congress follows:

"The Federal Trade Commission under paragraph (f), Section 6 of the Federal Trade Commission Act, addresses the Congress by way of a special report designed to direct attention to the subject of control of resale prices by the manufacturers of a class of articles in interstate commerce.

"The question is, whether or not a manufacturer of standard articles, identified either by trade-mark or trade practice, should be permitted to fix by contract, express or implied, the price at which the purchaser can resell them.

"The question has been continuously before the Commission since its creation. It has been the subject of study, investigation and hearing and constantly recurs, in various forms, in complaints filed with the Commission by business concerns.

"The Supreme Court has made it clear, that in the present state of the law, the maintenance of a resale price by the producer, is a restraint of trade and is unlawful.

"Such being the judgment of the Supreme Court, the Federal Trade Commission has enforced the law, even though it may have appeared to operate inequitably in some cases. In its enforcement of this rule, the Commission has been mindful that the cutting of a recognized resale price on well-established and identified articles has been, at times, indulged in for unfair trade purposes. When so unfairly used, such price cutting is attempted to be cloaked as lawful competition and justified by the Supreme Court decisions.

"Thus, both price maintenance, and price cutting under certain conditions, are found to be unfair and business men are perplexed. It is with the desire that this perplexity may be terminated that the Commission addresses the Congress.

"It is urged, and, the Commission believes, with reason, that it would be unwise to vest with the manufacturers of articles the right, without check or review, both to fix and to compel the maintenance of resale prices. It is true that business practice inclines producers to fix the lowest possible retail price in order to secure the greatest possible sale of their product, but in the complex commercial organism, functioning between the production of an article and its final sale, for actual consumption, both the wholesale and retail merchant are entitled to just compensation for useful service performed.

"It is similarly urged, that manufacturers should be protected in their good will created by years of fair dealing and of sustained quality of merchandise.

"The consuming public does not enjoy benefits by unfair price cutting to compensate it for the injuries following demoralization caused by price cutting. This for the reason that, in the long run, unrestrained price cutting tends to impair, if not to destroy, the production and distribution of articles desirable to the public.

"There must be a common ground wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such ground has been a task of the Commission and results in the following conclusions:

(1) That producers of identified goods should be protected in their intangible property right or good will.

(2) That the unlimited power both to fix and to enforce and maintain a resale price may not be made lawful with safety.

(3) That unrestrained price cutting is not in the public interest.

"Bills now pending before Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale contracts and a revision of resale prices, by a disinterested agency.

"Therefore, it is recommended that it be provided by law that if the manufacturer of an article produced and sold under competitive conditions, desires to fix and maintain resale prices, he shall file with an agency

designated by the Congress, a description of such article, the contract of sale and the price schedule which he proposes to maintain, and that the agency designated by the Congress be charged with the duty, either upon its own initiative or upon complaint of any dealer or consumer or other party in interest, to review the terms of such contract and revise such prices and that any data and information needful for a determination be made available to such agency.

"Such legislation would seem to be in accord with the spirit of the times in that it is designed, by removing this perplexity, to promote the efficiency of manufacturing and commercial institutions and so to serve the interest of the consuming public.

"The Commission respectfully renews its recommendation of December 2, 1918. The conditions surrounding the fixing and enforcement of the maintenance of resale prices have not materially changed since this recommendation was made. The recent decision of the Supreme Court in United States v. Colgate & Co. has not apparently legalized contracts providing for the maintenance of resale prices, as the Court expressly stated that the indictment did not charge the existence of contracts in that case, and distinguished it from the case of Dr. Miles Medical Co. v. Parks & Sons on that ground. If the decision be construed to hold it lawful, under the Sherman Law, for manufacturers to fix resale prices and to enforce the maintenance of such prices by refusal to sell to those who do not resell at the prices fixed, or by other means, it does not follow that the fixing and enforced maintenance of such prices is not an unfair method of competition within the meaning of Section 5 of the Trade Commission Act. In order to establish a violation of the Sherman Anti-Trust Act a contract, combination or conspiracy must be proven. If some device for restraining trade be devised which does not fall within the definitions comprehended by these three terms as construed by the Courts, it does not constitute a violation of the act, though restraint by trade may result.

"The enforcement of resale prices on goods in the hands of distributors is identical in its effect upon dealers and the public, whether it be accomplished by contract, combination or conspiracy, or by some other means. An unfair method of competition within the meaning of Section 5 may involve the use of contracts of the formation of combinations or conspiracy, but neither of the three is necessary to establish a method of competition. Indeed, unfair methods of competition do not ordinarily involve such contracts or conspiracies. The effect of price maintenance being the same, however accomplished, it may well be urged that such a method of competition violates Section 5 of the Commission Act since it prevents distributors, wholesale and retail, from engaging in price competition on such goods after they have passed into their hands and deprives the public of the benefits of competition in the distribution of all such goods.

"It might also be urged that when price maintenance is approached from the standpoint of an unfair method of competition, regard must be had to its effect when employed by many manufacturers rather than when employed by one, and that in this view it results in the elimination of price competition in the distribution on a vast and constantly increasing number of commodities of common necessity.

"On the other hand, if the effect of the Colgate decision be to legalize the fixing and the enforcement of the maintenance of resale prices other than by contract, the desirability of the enacting of legislation recommended by the Commission becomes even more apparent. In the Commission's previous report it was stated that the unlimited power both to fix and enforce the maintenance of resale prices may not be made lawful with safety to the public. The interest of the consuming public in the enacting of such legislation is therefore more vital at this time than when recommendation was previously made.

"WILLIAM B. COLVER,
"JOHN FRANKLIN FORT,
"VICTOR MURDOCK,
"HUSTON THOMPSON,
"Commissioners."

Annual Convention of Tobacco Association of the U. S.

THE Nineteenth Annual Convention of the Tobacco Association of the United States was held at the Hotel Chamberlain, Old Point Comfort, Va., June 26-29. Delegates, including the big buyers and growers, were present from Virginia, North and South Carolina, West Virginia, Kentucky, Tennessee, Maryland and Georgia.

The first day was devoted to social intercourse among those present and consideration of a proposal to adopt a standard tobacco hogshead. An address on the subject was made on Friday morning by W. J. Manley, of the Car Service Section of the United States Railway Administration; by Elmore D. Hotchkiss of the C. & O. Railroad, and others.

A resolution recommended the use of the forty-eight-inch hogshead wherever they could be used to practical advantage.

After an address by P. H. Ross, of the Marine League of the United States of America, on the upbuilding of the American sea trade, the delegates to the convention and guests had a cruise on the navy tug "Mohawk" to Norfolk and the new government works at Hampton Roads.

Officers were elected as follows: President, T. M. Carrington, Richmond, Va.; first vice president, H. E. Spillman, Huntingdon, W. Va.; second vice president, W. T. Clark, Wilson, N. C.; third vice president, W. T. Reed, Richmond, Va.; secretary and treasurer, G. E. Webb, Winston-Salem, N. C. A board of governors, comprising twenty-three leading tobacco men of the South, and one from New York, was also elected.

Helping Your Clerks Helps You

By Frank Farrington

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SOME dealers think their clerks have no claim upon them except for the amount of their wages. They reason that if they put the right amount in the pay envelope every Saturday night and make no deductions for a half day off for sickness or an occasional holiday in addition to regular days off, they are doing all that any employee can ask.

That is all right as far as it goes, but it goes no farther than a technicality, and if we are disposed to be technical, we don't develop any very human relationships with the people we serve or who serve us.

It is not every cigar dealer who realizes what he can or perhaps ought to do along the line of service to clerks. There is a general tendency to think it is up to the salesman to make good and that any assistance he gets from the boss is just so much extra thrown in for good measure.

The cigar dealer who stops with being merely a boss to his employees, telling them what work he wants them to do and jumping on them if they don't do it, will find that those employees will stop with being mere clerks, doing only just what they are paid to do and never developing into anything more than mere clerks.

We are all anxious to make money and we want to see our selling force disposing of as many goods as possible, and we are keen to urge them on, but not all of us are willing to take pains to teach them. We find urging easier than teaching, but we might find teaching more profitable than urging if we would take pains along that line.

Few cigar dealers really appreciate the fact that the intelligent young man of today is just as keen in his search for the right kind of an employer as the employer is in the search for the right kind of employees. Every cigar dealer has a reputation, a known reputation among the salesmen in his territory, and according to what that reputation is, he will be more or less successful in securing good salesmen when he finds it necessary to hire.

If you have the reputation of taking on a man and expecting everything from him and doing nothing to help him to make good, you will find it difficult to get men who are able to make good. If you have the reputation of being anxious to see your employees get ahead, not only on account of the success of your cigar trade, but on their own account as well, you will find the best of the available young men are giving you the first chance at their services.

The employee who is to get ahead, who is to develop, requires information at every point to help him along. He perhaps comes to you totally green, or perhaps only inexperienced in handling your lines of goods. Can you expect him to know just where to turn for information upon the thousand and one subjects that will come up in his work?

If you think you can hire a chap and have him develop into a first-class clerk merely by turning him loose in the store and allowing him to practice on customers, you are as much mistaken as you would be in expecting a child to acquire an education by being kept a certain number of hours a day in a library.

You doubtless have a more or less complete line of cigars and other smokers' goods. Perhaps you hire a new clerk who has never handled such goods before. Is it fair, or is it even safe for the business, to allow him to go on by himself and try to make sales of those goods without first giving him instruction in the line?

Your are pushing certain brands of cigars because you believe they give the smoker the best values for the money. How can you expect your green man to be able to explain this and give the whys and wherefores unless you take pains to explain to him the merits of the goods and show him carefully wherein the advantages lie and how to help the customer to select the most desirable smokes for his case?

Why, I have heard new clerks in a cigar store go so far as to say to a customer something like this: "Well, I can't seem to find just the kind you want. In the store where I used to work we didn't have it arranged like it is here and I haven't got the hang of it here yet." That sort of talk by a clerk doesn't impress the customer very favorably. It shows him right away that he is being served by a new man on the job and perhaps he resents it.

Have you done *all* your duty in helping the new man to become informed about the goods you have to sell?

It is the employee's business to learn to do his work well, but it is your business to teach him. Some of the initiative responsibility rests upon your shoulders.

The instruction ought not to be confined to the new clerks. Unless you continue to teach a man, he will very likely stand nearly still. You get frequent information about new things in your line. You are all the time putting in new items in stock. Do you simply have these put into the show cases and priced, or do you show the goods to the selling force and show them what their advantages are and how and why they should be pushed? You cannot expect the clerk to learn much from the goods as they are shown in the case. The appearance and the price are about all that stand out there.

One of the things you might well do would be to see that the salesman who sells you on a new brand or a new pipe shall also sell the clerks. Have him talk to them about the article until they become as enthusiastic in its favor as you are. It does not help them much to have you enthusiastic if you do nothing to impart that enthusiasm. Make it the business of the salesman from whom you buy to explain the goods thoroughly to the force. This will enable them to give the trade the whole story and make sales on their knowledge of the goods.

Successful salesmanship demands not merely learning all about the lines that have long been staple sellers. It demands knowing all about the new goods,

the goods that are not yet put into the stock. Your patrons themselves know pretty well the merits of the staple articles and rarely have to ask any questions about them, but everyone wants information about new goods.

The instant your clerk begins to try to sell a customer something different from what he habitually buys, there is a storm of questions and unless these are answered, there is no sale.

When customers ask questions about cigars that the clerk cannot answer the effect is anything but good for the store. If a brand is being advertised strongly in your town and you sell it, and a customer comes in and wants to know about it and the clerk cannot tell, it proves at once to the customer that your advertising is more or less a bluff. If you—and to the customer the salesmen of the store are you—do not know enough about the advertised brand to be intelligent upon the subject, then confidence and interest in the line diminishes at once.

See that your clerks know all about the goods. Show them and instruct them when the goods first come in. Pass along any information that comes to you in the form of circulars or trade paper advertisements. Don't stop with merely handing the reading matter to your clerks with your eyes shut. Talk to them about the contents. Interest them. Show them that you yourself are interested. It will pay big returns. If you take pains to boost your clerks, they will come back with a bigger boost for your business.

The Swedish Tobacco Monopoly

THE A.-B. Svenska Tobaksmonopolet, a semi-public corporation administering the Swedish tobacco monopoly, has just published its report for 1918. During that year the corporation continued its policy of curtailing gradually the credits granted to dealers, so as to place the trade on a cash basis. The corporation also strove to induce the tobacco dealers to make payment by check whenever possible, and in 1918 as much as thirty per cent. of all payments was made by check.

During the year about 400,000 crowns ($107,200 at normal exchange) was paid for new machines, chiefly for the new snuff factory at Goteborg and for machines for the manufacture of cigarettes and cigar boxes. As the importation of cigarette machines was attended with difficulties, the machine shops of the cigarette factories were enlarged and equipped so that the corporation can now manufacture complete cigarette machines in its own shops.

The tobacco harvest was poor, decreasing from 674 metric tons in 1917 to 630 tons in 1918, although the area planted was larger in the latter year. The imports of manufactured tobacco products, coming chiefly from the Netherlands, increased enormously in value, rising from 9,300,000 crowns in 1917 to 37,800,000 crowns in 1918, reckoned at the purchase price. The increase was due principally to increased prices, which were at times beyond all reason.

The sales of the monopoly products in 1918 exceeded in value those of any preceding year, amounting to 99,000,000 crowns, as against 74,000,000 in 1917, and 59,000,000 in 1916. The increase in quantity was much smaller. There was hardly any increase in the quantity of cigars sold, as compared with the preceding year, but the sales of cigarettes increased from 891,000,000 to 1,041,000,000 pieces, and the sales of snuff from 5953 to 6486 metric tons. The number of workers decreased from 4510 to 4374, a large majority of them being women. The Government's revenue from the tobacco trade (excise tax, import duty, and dividends on common stock) totaled 37,700,000 crowns in 1918, as against 29,400,000 in 1917, and 25,800,000 in 1916. Before the introduction of the monopoly in 1915 the Government received only about 5,000,000 annually from import duties.

The license fees are collected on the imports of manufactures of tobacco, chiefly for the account of other importers. A large proportion of these fees is paid by the monopoly over to the State in the form of an excise tax, which also absorbs a large part of the revenue from the sales of the corporate products. It will be noticed that the amounts paid out or reserved for taxes in 1918 were much larger than the corresponding amounts for 1917.

The rate of dividends paid in 1918 was the same as in 1917, viz., 8½ per cent. on the preferred stock and 26½ per cent. on the common stock, which is all held by the State. The common stock, however, had been increased from 18,000,000 crowns in 1917 to 29,000,000 crowns in 1918, and the new shares participated in the distribution of dividends in the latter year.

During the year a new obligation loan of 10,000,000 crowns was issued and debts to the State and other parties also increased. The assets, on the other hand, show large stocks of raw tobacco and other supplies and an increase of 12,463,000 crowns in cash and bank deposits. Most of the real estate is held by a subsidiary corporation capitalized at 1,000,000 crowns, all the shares being owned by the monopoly. As the real estate as well as machinery is booked at a value relatively low, it is not necessary to write off any considerable sums for depreciation.

The Legislative Assembly of the Philippine Islands has offered a prize for a formula or means of destroying tobacco insects without injury to the leaf. Charles A. Bond, 546 West 124th Street, New York City, will give further information to all inquirers.

It is reported that the R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., has taken over the plant of the Burley Tobacco Company, Louisville, Ky. Large improvements in the factory are under consideration.

Jingle-ing Up Trade

By Clarence T. Hubbard

JINGLES are quite in vogue and to be found applied to all sorts of selling campaigns. Street car advertisements, newspaper publicity, national magazine campaigns all contain a number of jingles. Some advertising, like "Campbell's" soups, use jingles perpetually and from all reports readers seek them on the arrival of each new magazine. The "Cracker Jack" people also use jingles to a heavy extent. In fact, many firms selling "joy products" associate jingles and rhymes with goods as this method in its lightness and entertainment fits with the article sold.

The jingle has already reached the tobacco trade. The "Blackstone" people have inaugurated a jingle campaign throughout the country with street car posters. Each month a sailor, or a minister or a doctor appears in cartoon alongside of a jingle explanation of why he prefers "Blackstone." In fact, one jingle written about the engineer's mate on a ship as preferring "Blackstone" smokes brought hundreds of requests to the "Blackstone" people for copies of the poster to be hung in the ship. The requests were met with framed posters which the mates used to ward off "boning."

The retail cigar dealer can use jingles and brief verses to good effect in his own business by having such rhymes bearing on various articles sold, printed onto small placards or lettered onto large ones and then displayed with the goods, in the window or on the walls of the store.

With the aid of one of the printing outfits sold which include a set of type for each letter the retailer can make up his own jingle signs. Or with a brush the rhymes can be painted on and, if desired, illustrated with colored cut-out pictures or hand paintings. By working up a few jingles and then sending them over to your sign painter he will apply them to placards with colored border illustrations. Such signs placed in the window and changed regularly are capable of making a feature that will attract fully as much attention and trade as an "illustrated news" series will. Again, it will prove something different. And by connecting some of the jingles with local events much good-natured advertising will result from customers who will repeat the rhyme to their friends or call their associate's attention to it.

A window full of meerschaum pipes for example would have their interest increased with the addition of a "jingle" along the following order:

"If an artist were I," said Billy McBly,
"I'd choose a meerschaum to coddle;
They draw so darn fine and color like wine,
What more do you want for a model?"

Such a jingle printed on a sign with a reproduction of an artist's plaque would be bound to have some human appeal.

In inaugurating jingles as a means of advertisement it is a good plan for the cigar man to choose some character which could be played up in all the series. Farmer Brown, or Billy McBly, Uncle Wise, or some such fictitious name would answer nicely. If the jingles took on well such a character could even be played up in the newspaper with good effect.

Here are two sample jingles to fit your cigar display either in your window or elsewhere:

"Finest of tobaccos
In the 'Flor de Rand,'
It's a famous masterpiece
Smoked throughout the land."

"Each night in the year, both afar and anear
We follow the Northern Star,"
Said Skipper McLean, who at night can be seen
By the glow of his Speardale cigar.

For miscellaneous uses the following can be modified to fit in:

The world is full of clever men,
The world is full of cranks,
The world is full of cigarettes,
Won't you try some—Thanks.

Early birds may gather the worms,
Bees may gather honey,
But our good fortune with your good help
Is to give you the most for your money.

The cigar man need not worry about making up these jingles. If not gifted that way himself he can get some newspaper man or some writing friend to start him off. After the plan has once been instituted the customers will become the main contributors. And there is no better advertisement than displaying a customer's own jingle. It cements him personally for good as a customer and brings others. He is very likely to steer friends to the store to read his jingle and boast about it pretty generally.

In fact, quite a publicity matter can be made out of the jingle idea by offering prizes in the form of tobacco, cigars, pipes and so on to the best jingles submitted. The response will be heavier than anticipated. Cash prizes can be offered to school children and to women submitting the best jingles. In this way the store gets its name well circulated at a small cost.

Then, too, jingles can help along the sale of candy and sundry lines. A jingle for the candy line can be made amusing if written along the following type and then printed on a large placard, showing the picture of a dentist drawn in some ludicrous manner:

"There's something wrong inside my mouth,"
Said Jones to old Doc Tyler;
"You've got a sweet tooth," he advised forsooth,
"All you need is some candy from Huyler."

Jingles that proved exceptionally good could be re-printed on the cigar envelopes used to place purchases in. In fact, once the jingles are given a start they will produce all sorts of advertising possibilities.

TRADE NOTES AND NOTICES

A. B. S. CO. TO REPRESENT CALVERT

THE American Box Supply Company, of Detroit, one of the most rapidly growing concerns of the Middle West, have recently acquired exclusive control of the cigar band and label business of the Calvert Lithographing Company, of Detroit, and become exclusive agents of this branch of the Calvert products.

This deal brings to the attention of the country an old and established lithographic house whose name in the West has always been synonymous with quality, service, and the finest of workmanship.

The American Box Supply Company, dealing in practically every product used by the cigar manufacturer, except leaf tobacco, as well as in cigar box manufacturers' supplies, is recognized as a selling agency of unusual efficiency and ability. Its selling staff which may shortly be enlarged by the acquisition of one or more salesmen prominently identified with the cigar manufacturing industry, has built up a business almost over night. Annual sales run well into six figures and are steadily growing.

The concern is peculiarly fitted to restore the cigar band and label business of the Calvert Lithographing Company, to its old-time prestige through the fact that John B. Thatcher, widely and favorably known throughout the country as a lithographic salesman, is to have charge of the cigar band and label department. With him is associated John A. Campbell, who is known in the industry as a man of unusual ability. Harold L. Wadsworth is another member of the organization who adds to its prestige of selling efficiency. Other connections consummated and pending mark the American Box Supply Company as one of the most important concerns of its kind in the field.

The cigar band and label business represents but one of more than a score of lines which this company sells and it can be readily seen that their sales arrangements offer unusual opportunities to the cigar manufacturer.

"VAL ANTUONO" OFFERS NEW BRAND

Val M. Antuono, the manufacturer of the famous "C. H. S." cigar, is introducing to the trade a new brand under the name of "Shanna," to retail at ten cents and up.

Mr. Antuono has devoted much time and effort to the preparation of this brand. He is now ready to place it in the hands of reliable jobbers, certain that after introduction it will have a steady call from the smoker who appreciates a mild Havana cigar.

The brand is made in the following sizes: Aviators, Perfectos, Bankers, Senadores, Invincibles and Especiales. The cigar is made in Tampa. It looks exceptional value for the money and is backed up with an attractive label and band.

Jobbers who are open for a new brand will do well to get in immediate touch with Mr. Antuono.

25,000 IN GUESSING CONTEST

A TWO-WEEKS' guessing contest on the number of Melachrino cigarettes in a window of the United Cigar Stores at Twelfth and Market Streets, Philadelphia, brought in about 25,000 answers. The contest was to run from June 7th to June 21st, and thirty-seven cash prizes were offered for the successful contestants.

A bank clerk counted the cigarettes at the end of the contest and made an affidavit that there were 137,460 cigarettes in the window.

Ethel M. Atkinson, of Astoria, Long Island, and Wm. A. Wilson, of 1220 Real Estate Trust Building, Philadelphia, each turned in a guess of 137,450. The winning prize was $100. As it was a tie, the donors made two first prizes of $75 each. Seven contestants received $22.86 each, while nine received $10 each and twenty received $5 each.

The store manager reports a good increase in business during the contest with "Melachrino" cigarettes receiving a good share of the increase.

"EL DALLO" BRANCH IN PHILADELPHIA

Wertheimer Brothers, the widely known manufacturers of the "El Dallo" cigar, with headquarters in Baltimore, Md., have recently opened a branch sales office in the Denckla Building, Philadelphia.

The entire output of the Wertheimer factories is devoted to the one brand, "El Dallo," which is made in four sizes, to retail at six, seven and eight cents each. The slogan of the brand, "Each cigar in its own humidor," is backed by the fact that each cigar is wrapped in foil and then in tissue.

The brand has been sold in Philadelphia for some time, but an effort will now be made to extend the distribution.

A. I. Goldberg has charge of the Philadelphia office. Leon Wertheimer has been in the city recently assisting the salesmen.

G. O. TUCK & COMPANY CONSOLIDATED

G. O. Tuck & Company, of Louisville, Ky., with a New York office at 280 Broadway, has been consolidated with the International Planters' Corporation, at the same address, and will operate as the G. O. Tuck Branch, International Planters' Corporation. Mr. Tuck will spend much of his time at the New York office and the field organization in the Southern States will be increased. The International Corporation was organized to deal in foreign tobaccos about two years ago and this function will be a feature of the consolidation.

PASBACH-VOICE TO SELL DIRECT

THE Pasbach-Voice Lithographing Company, Incorporated, has announced that hereafter the business of their company handled formerly through the American Box Supply Company and John B. Thatcher, will be done direct through members of their own organization who will cover the territory of the former agents.

In terminating the contract, John A. Campbell, treasurer of the American Box Supply Company, states in a letter to the Pasbach-Voice Lithographing Company, "our relations have been of the most cordial character and you have in all cases met us in a spirit that showed you were heartily in accord with us in every instance. These relations are something that money cannot buy, and it is with a great deal of regret that thru unforeseen circumstances that we must part company as your direct selling agents."

J. A. Voice states that the probabilities are that in the very near future one of their own regular selling staff will call on the customers formerly dealing with them through their agents and who will then make the usual periodic visits.

Mr. Voice gave out the letter from Mr. Campbell and the above statement immediately following his return from Detroit.

Mr. Voice says that he wishes to assure their old customers that direct communication with the New York headquarters will result in prompt attention from him personally, and from the entire staff as well.

The American Sumatra Tobacco Company has completed arrangements for the opening of a branch of that company at York, Pa.

The H. Sommer Company, Incorporated, of Quakertown, Pa., has increased its capital stock to $250,000, and has started a new factory.

The Kenton Loose Leaf Tobacco Warehouse Company has increased its capitalization to $150,000, and will erect a new warehouse at Covington, Ky., in addition to its present warehouse.

It is reported that a company is to be organized, called the Asiatic Tobacco Company, Limited, with headquarters at Shanghai, China, with a capital of five million dollars to promote the cultivation, manufacture and sale of Chinese tobacco.

Among recently inaugurated enterprises are a $50,000 tobacco warehouse at Huntingdon, W. Va., the Indiana Cigar Company, of Indianapolis, with a capital of $10,000, and the Planters' Independent Loose Leaf Tobacco Company, of Robertson County, Tennessee, with a capital of $25,000.

The strike in the factories of the Porto Rico-American Tobacco Company, which lasted six months, was ended on June 28, by the granting of an increase to the cigarmakers, strippers and all other labor The settlement was in the nature of a compromise, both parties making concessions. Work was resumed on July 5.

Eduardo H. Gato, Jr., has been spending a few days at the New York headquarters, and has since left for a vacation with his family.

Selak & Hoffman, cigar manufacturers of Wilmington, Del., will shortly remove from their Market Street headquarters to 509 Shipley Street.

The F. & E. Soter Company, of New York, has been incorporated with a capital of $100,000. The company does a large export business in cigarettes.

A New York exchange says that women cigar clerks are rapidly disappearing from regular cigar stores though many remain at hotel and office building stands.

A note from the Near East says that the fields of Smyrna and Cavallo are yielding bumper tobacco crops and dealers are on the ground preparing for shipments to America.

Bayuk Brothers, of Philadelphia, have built a new cigar factory at Garfield, N. J., making the Bayuk factories number a dozen. The new factory will employ several hundred people.

The National Drug Stores Corporation, a new chain store enterprise, with a million dollars capital, has announced that it will not sell cigars, cigarettes or other tobacco products.

A chain of cigar stores has been established in Canada, operated by returned soldiers. The stores bear the crest of the Grand Army of Canada and the profits will go to the organization.

J. O. Sachs, a widely known manufacturer of cigar humidors and fine cabinet work, one time of the firm of Grausam & Sachs, has become associated with the firm of Wm. Black & Company, of New York, cigar box manufacturers.

The American Exchange Cigar Company has acquired the plant and business of the Emze Cigar Company, of Philadelphia. Morris, Louis and George Zifferblatt, of the Emze Company, will continue actively in the business of the American Exchange Cigar Company.

Harry Green & Company, of San Francisco, have notified the trade that they have secured for distribution in the United States a number of cigar brands manufactured by Walter E. Olsen & Company, who have acquired and are now operating the "El Oriente," "La Giralda" and "Helios" factories in Manila.

Fred H. Austin, formerly with the American Tobacco Company, and Clyde B. Austin, sons of the late C. Austin, familiarly known as "Diamond G," and an expert judge of tobacco, have purchased the property of the Greenville Furniture Company, at Greenville, Tenn., and will convert it into a modern leaf factory.

LEAF MARKET JOTTINGS

THE tobacco crop in Wisconsin has made such advances since transplanting and has such a fine growth that indications point to a very early harvest and a very large yield, and an early crop is generally a good binder.

As to the acreage planted we cannot do better than to quote the editor of the "Wisconsin Tobacco Reporter," who says: "Remembering how in the farmer meetings held over the State last fall the question of the cost of raising a tobacco crop was fully discussed, many of the leaders claiming that the price was so near the cost of production that the growers were facing ruination, we couldn't believe then that all this talk was bluff and bluster, but when one traveling over the country sees on every hand the growers working early and late, planting every vacant plot of the farms to another tobacco crop, we wonder what line of reasoning passes through his mind and what he expects to get for this tobacco when produced. It is a safe bet that every mother's son of the growers who pulled down thirty-five to forty cents for their tobacco last season have the full acreage out, serenely waiting for another war and hoping for something they do not expect. Then another class who, after waiting, accepted twenty-five cents for their tobacco find, on balancing their books, there was something on the profit side of the ledger and so take a chance on putting out their usual acreage. A vastly greater number of growers who either accepted fifteen or twenty cents have all the time threatened to reduce the acreage of the present crop, but have since thrown their resolve to the winds and are replanting their fields again. Finally, even those who were compelled to sell at the lowest notch, and hoping that the grass-hoppers this year might evade them, have apparently fallen in line with the rest. So there you have it—everyone is expecting the other fellow to do the cutting instead of following out his better judgment."

But better judgment depends on the results, and farming is gambling with nature as everyone should know. The farmer who gets the lowest price appears to have made some profit on tobacco.

That the Ninth Pennsylvania Internal Revenue District is making a hole in its leaf tobacco and making room for another crop, is shown by the June report of the district. More cigars were manufactured in June than for some time and only twice in the last few years has the monthly output been exceeded.

Class A leads, but it should be remembered that five-cent cigars have been included in this class. B and C show equal comparative increases. Revenue collected in June, 1918, was $242,240.08, and in June, 1919, $405,685.16.

One of the old New England fire insurance companies has its agents out busy soliciting insurance against hail and, considering all things, the rates are very reasonable.

New factories have been opened at Windsor, by Eisenlohr & Brothers; at Middletown by the General Cigar Company, and at Red Lion, by the Domestic Tobacco Company.

The 1918 crop is curing in good shape, and as the 1917 crop has been practically all disposed of, the packers are receiving numerous inquiries about their holdings of the new crop. The rumors of the crop being poor during the buying period, have all been discounted during the prospective selling period and the fact seems to be that it is a right good crop, and that the "no burn" charge did not stop the buying of some seventy-five thousand cases. In fact, the latest sales showed an advance of from three to eight cents a pound.

In Southland reports from Kentucky and especially from the blue-grass section, indicate a very large yield. A period of dry weather after the first planting caused the re-setting of many plants, but the farmers had an abundance of them, and recent rains have produced a rosy prospect. During the rush the tobacco-setters get one dollar an hour, so they also found things rosy.

Sales on the Louisville market for the year, to July 1, were 35,773 hogsheads, of which 31,958 were Burley and 3815 dark.

In North Carolina the prospects of a large crop are indicated by the large number of charters granted for new warehouses, some of them in the old market district, but a large number in eastern North Carolina in new sections of the State, which are planting tobacco this year. This increase of acreage is due to two causes, one of which is the high prices paid for this year's crop, and the other is the reduction in the acreage of cotton on land suitable both for cotton and tobacco.

The South Carolina markets opened on July 10 in some sections, and will last for six weeks, and the eastern North Carolina markets will open before that period is over.

In South Carolina the tobacco is waist high and the crop is a very large one. The farmers are afraid there will not be enough labor to handle it. Internal Revenue collections in the western district of North Carolina for the year ending June 30 exceeded $73,000,000 and in the eastern district exceeded $27,000,000. The grand total was $101,188,926.91.

Getting Acquainted

We are here to be of Service to you.
The reason why this Company has been such a success from the start is that manufacturers find it a decided advantage to purchase all their supplies in one place.
The lines we handle are the Standard Products of well known firms.
By combining our purchases we have created a tremendous "Buying Power".

"EVERYTHING IN ONE PLACE"

PRODUCTS:

Lithographed Labels	Bands	Cut-Outs
Printed Labels	Tin Cans	Protector Strips
Cedar Lining for Cans	Tin Foil	Cigar Pouches
Tissue Wrappers	Price Stickers	Class Marks
Cautions	Bunch Machines	Labelling Machines
Sprayers	Packing Devices	Molds
Perforating Machines	Cigar Box Lumber	Nails
Adhesives	Stock Labels	Cigar Box Machinery

A large line of Private Labels on hand ready for immediate delivery

American Box Supply Co.

383 Monroe Ave. Detroit, Michigan

PUT pipe fans wise to the pound crystal glass humidor! They'll see pretty quick that you're rooting for a strip ticket to smoke joy.

It's the slickest way ever, to keep a supply of P. A. at home, or in the office. The clever sponge moistener top keeps the tobacco always in such prime condition.

And here's where you score! Every P. A. humidor that goes over your counter marks up a sale that certainly has bells on for a quick action turnover that certainly does tickle that little old cash register! Talk P. A. humidors —and you'll sell them.

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

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New York Offices, 5 Beekman Street

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Meeting 4th Tuesday of each month at Hotel McAlpin

B.A.T. Co. Increases Capital

AT a meeting of shareholders held in London on May 19 proposals were made and agreed to, whereby the ordinary share capital of the British-American Tobacco Company (Limited), was increased by two new issues of shares to the extent of $11,229,100.

The first proposal related to the division, among 13 of the 18 directors, of 175,704 ordinary shares of £1 ($4.87) at the price of £2 ($9.73) each. The deputy chairman who presided pointed out no directors' fees are paid, and consequently such officers receive no remuneration in any form from the company except those who occupy the position of managers or some other responsible position.

In the year 1912, 449,728 ordinary shares were issued to most of the directors at £1 10s. ($7.30) a share. The total number of ordinary shares issued aggregated 6,254,320; and inasmuch as the directors have power to allot to themselves shares up to 10 per cent. of the total authorized ordinary capital, it is now proposed to issue the balance of 175,704 ordinary shares to them in order to maintain the proportion authorized. These shares will be allotted to each director under the following agreed terms:

That a certain number of shares, to be fixed by the board, will on application within three months be allotted to him at the price stated, a fifth of which will become his absolute property at the end of each five years; but if he dies in the meantime or resigns his directorship or ceases to be employed by the company, the shares still remaining the subject of the agreement have to be sold by the secretary of the company, and the director is repaid out of the proceeds the sum of £2 per share, being the amount he paid for the shares, and the balance is appropriated for the benefit of the company and forms part of its funds.

The second proposal related to the allotment to existing shareholders, in the proportion of one ordinary share for every three shares held, of 2,131,733 ordinary shares at £1 each. (It may here be interpolated that the present market quotation for ordinary shares—of $4.87 nominal value—in this company ranges from $36 to $37 each.) Power was also taken to permit any capital assets in excess of the company's paid-up capital to be distributed among the holders of ordinary shares as and by way of a capital distribution. In the first year of its existence (16 years ago) the British-American Tobacco Company realized a profit of $722,875 and last year this had risen to $15,281,657.

The company now finds that it requires much larger capital, owing to the higher cost of leaf and all other materials, and of labor and production generally, and last fall was forced to borrow $14,599,500 from its bankers toward the purchase of raw material; this sum is still owing, while other obligations have had to be met in the form of excess-profits duty and other taxation.

According to the Canadian Bank of Commerce, of Toronto, Canada imported about twenty-four million pounds of tobacco in eleven months ending February, 1919, of which about ten millions came from the United States. Canadian grown tobacco is protected to the extent of thirty-five cents a pound.

A New Standard

Sizes 10c to 15c

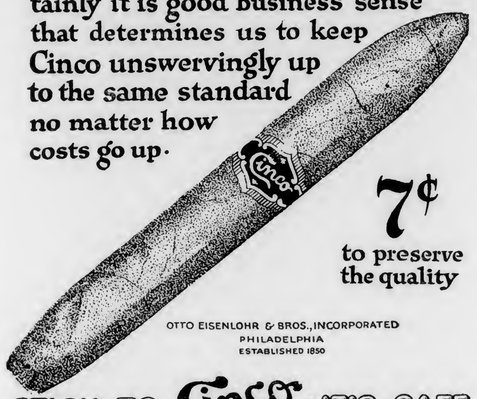
PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO

TAMPA, FLA.

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.



7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919 REGISTERED IN U.S. PATENT OFFICE

Two Brands that will Increase Your Business

John Ruskin IS IT TOO BIG?

Flor de MELBA The Cigar Supreme.

7c. -3 for 20c. 3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

May Cigar Production

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of May, 1919.
(Figures for May, 1919, are subject to revision until published in the annual report.)

Products		*May, 1918*	*May, 1919*
Cigars (large):			
Class A,	No.	101,993,880	157,862,157
Class B,	No.	356,004,393	212,229,219
Class C,	No.	133,092,449	179,692,106
Class D,	No.	1,065,921	1,495,290
Class E,	No.	1,576,119	380,977
Total,		593,732,762	551,659,749
Products		*May, 1918*	*May, 1919*
Cigars (small),	No.	82,294,279	57,611,547
Cigarettes (large),	No.	2,128,473	2,288,249
Cigarettes (small),	No.	3,361,426,426	2,767,699,400
Snuff, manufactured,	Lbs.	3,397,610	2,988,305
Tobacco, manufactured,	Lbs.	31,729,197	33,340,102
Playing cards,	Packs	1,650,516	1,873,891

PORTO RICO

Products		*May, 1918*	*May, 1919*
Cigars (large):			
Class A,	No.	4,174,550	1,735,025
Class B,	No.	8,168,000	564,360
Class C,	No.	4,722,900	566,520
Total,		17,065,450	2,865,905
Cigars, small,	No.	1,200,000	.....

PHILIPPINE ISLANDS FOR APRIL

Products		*April, 1918*	*April, 1919*
Cigars (large):			
Class A,	No.	3,458,867	13,976,908
Class B,	No.	11,612,015	3,186,288
Class C,	No.	222,150	274,067
Total,		15,293,023	17,437,263
Cigarettes (large),	No.	4,000	.....
Cigarettes (small),	No.	272,502	385,500
Tobacco, chewing and smoking,	Lbs.	.....	2

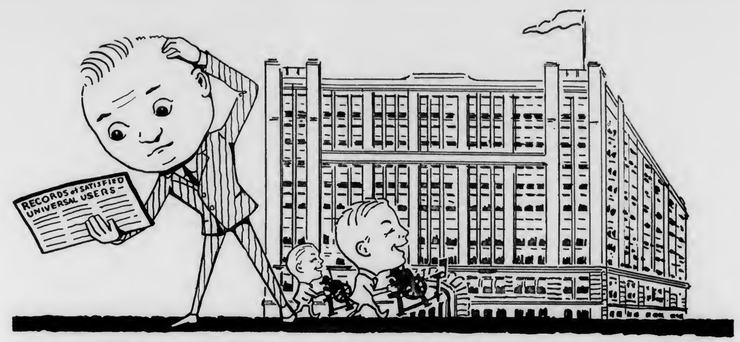
BRAZILIAN CIGARETTES IN EUROPE

Augustus I. Hasskarl, American Vice-Consul in Charge, Rio de Janeiro, Brazil, writes us that the "Jornal do Commercio," of Rio de Janeiro, recently printed the following dispatch:

"Paris, France.

Brazilian cigarettes placed on sale here for the first time, are gaining the special preference of the public. In all parts the stocks furnished for sale during the week are becoming insufficient, due to the demand for these cigarettes."

Vice-Consul Hasskarl states that a large variety of cigarettes are manufactured in Brazil, and that most of them are unflavored. One of the large tobacco factories established in Rio de Janeiro is the Companhis Souza Cruz (British-American Tobacco Company).



Can You Afford To Be Without This Proven Out Money And Labor Saver?

PRESENT-DAY conditions in the cigar manufacturing industry demand a maximum of production at a minimum of expense.

That's why cigar manufacturers—both large and small—are installing the Universal Tobacco Stripping and Booking Machine. That's the reason "Universal" users are constantly adding to their Universal equipment.

One "Universal" and one operator do the work of *three* hand-strippers, thus saving *two pay envelopes every week.* It increases each cigar-maker's output 35 to 50 cigars a day. It cuts out the waste of hand-work and helps turn out a better product.

1000 SATISFIED USERS

Get a demonstration of the Universal in your own factory and with your own tobacco and you'll understand why there are about 4000 Universals in use in about 1000 factories—both large and small. No obligation involved in having it demonstrated. So write us today.

Catalogue and Price List on request.

Universal Tobacco Machine Co.

79 FIFTH AVENUE, N. Y.

FACTORY: 98-104 Murray St., Newark, N. J.

TOPIC

HAVANA CIGARS

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed.

Made in six sizes:

Classic and Victor size . . .	10c
Literary and Blunt size . .	11c
Corona and Senator size,	13c, 2 for 25c

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" seven cent cigar

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON
Reeves, Parvin & Co., *Philadelphia Distributors*

Record Leaf Exports

Washington, D. C.

THE fiscal year 1919 will break all records in the exportation of leaf tobacco, judging from the exports of the first eleven months as reported to the Washington Bureau of THE TOBACCO WORLD by the Department of Commerce. During the period ended with May, our exports of unmanufactured leaf totaled 526,307,818 pounds, valued at $160,915,049. This is a gain of more than 100 per cent. over the exports of the corresponding period of last year, which aggregated 252,678,952 pounds, with a value of $57,647,206. Exports during the eleven months ended with May, 1917 (including two months during which we were at war), totaled 385,370,550 pounds, valued at $56,265,123.

The United Kingdom, which last year slipped into second place among our customers, has regained its position as our largest single market, taking nearly half of our total exports. France stands second, with about fifteen per cent., followed by Italy, with slightly more than ten per cent. Denmark and Sweden, which were not among our markets last year, have received large shipments and are now importing American leaf regularly. Belgium, which during the war was unable to make any imports, is also importing our tobacco regularly and is rapidly becoming an important customer.

The following table, prepared by the department, shows our exports of unmanufactured leaf for the eleven-month periods ended with May of 1917, 1918 and 1919:

	Pounds	*Value*
	1917	
Belgium,	.....	$.....
Denmark,	15,403,035	1,823,673
France,	65,154,991	6,943,225
Italy,	41,779,484	4,734,720
Netherlands,	54,443,761	5,892,821
Norway,	4,074,104	585,326
Portugal,	2,163,494	283,380
Spain,	7,418,966	620,553
Sweden,	3,979,950	396,420
Switzerland,	1,079,294	131,290
United Kingdom,	121,213,917	22,515,727
Canada,	13,380,809	3,012,897
Mexico,	1,536,613	191,170
Argentina,	3,759,831	612,033
China,	8,296,194	1,386,146
Hongkong,	3,154,664	662,260
Japan,	2,667,498	509,971
Australia,	15,449,083	3,073,448
Br. West Africa,	9,853,180	1,378,367
French Africa,	3,721,181	481,282
Other countries,	6,840,501	1,030,314
	Pounds	*Value*
	1918	
Belgium,	75,523	$6,500
Denmark,	.....	.....
France,	67,534,551	10,134,136
Italy,	38,365,529	4,970,056
Netherlands,	1,359,367	178,239
Norway,	881,436	156,827
Portugal,	4,082,856	780,091
Spain,	17,536,122	2,412,077
Sweden,	.....	.....

(Continued on Page 22)

Why Manilas?

Because sweet and mild, full-size, hand-made cigars from the Philippine Islands have caught on with the American Smoker.

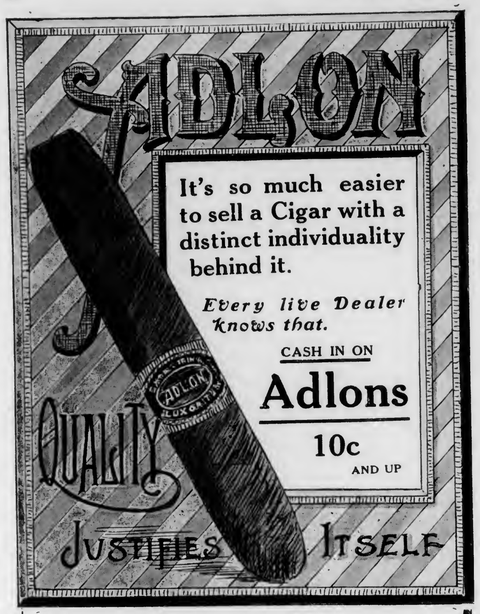
Because the popularity of Manila cigars is built on a sure foundation of price and quality which the consumer has been quick to learn and to appreciate.

"Before the War" sizes in Manila cigars may be had at prices to retail from five to fifteen cents and leave the dealer a handsome profit.

There Is Money In Manilas

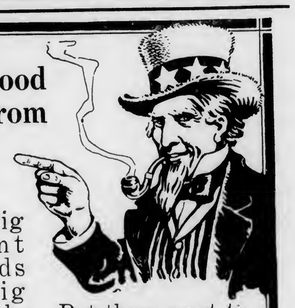
List of Manufacturers and Importers on application

MANILA AD AGENCY
CHAS. A. BOND, Mgr.
546 West 124th Street **New York City**



44 Cigar Co. Inc. Philadelphia

Here's Good Advice from Uncle Sam



"The Big Ten-Cent Tin" leads you to big ten-cent sales. Put them next to that Big Ten-Cent Tin filled with the finest, sweetest Kentucky Burley ever put in a pipe.

They will thank you a thousand times and bring a dime with every thank you.

For Pipe or Cigarette

UNION LEADER
REDI-CUT

P. Lorillard Company Established 1760

(Continued from Page 20)

Switzerland,	3,484,999	585,527
United Kingdom,	65,798,970	23,056,958
Canada,	15,024,462	5,353,554
Mexico,	1,884,655	260,290
Argentina,	2,080,742	324,361
China,	6,960,569	2,156,679
Hongkong,	5,277,665	1,957,776
Japan,	2,293,241	833,247
Australia,	5,188,305	1,615,847
Br. West Africa,	7,447,845	1,299,639
French Africa,	2,162,237	372,243
Other countries,	5,239,878	1,193,159
	Pounds	*Value*
	1919	
Belgium,	7,425,995	$1,868,140
Denmark,	5,553,602	1,281,777
France,	77,256,487	12,274,876
Italy,	56,489,475	9,124,217
Netherlands,	7,330,905	1,402,772
Norway,	7,114,360	1,749,725
Portugal,	2,480,792	513,627
Spain,	21,282,569	3,339,949
Sweden,	2,349,898	545,901
Switzerland,	5,258,110	1,165,183
United Kingdom,	247,328,466	94,748,722
Canada,	19,972,024	8,051,612
Mexico,	1,489,923	282,071
Argentina,	3,768,218	719,724
China,	13,189,164	5,581,990
Hongkong,	3,316,997	1,569,018
Japan,	4,549,737	2,301,593
Australia,	15,500,963	7,300,155
Br. West Africa,	9,981,061	2,759,093
French Africa,	7,316,627	1,893,387
Other countries,	7,352,445	2,441,517

C. L. L.

ANTI-TOBACCO BILL IN GEORGIA

A Press Bulletin of the Tobacco Merchants' Association states that the first attempt of the Anti-Tobacco agitators to secure the total prohibition of tobacco products by legislative enactment was made last week in Georgia through the introduction of a bill in the State Legislature to prohibit the sale of cigarettes, cigars and tobacco.

The bill, H. No. 41, was introduced on June 26 by Representative Stone and referred to the House Committee on Temperance. It represents a new departure in the scope of the anti-bacs' attack, having as its object the total abolition of the entire line of tobacco products.

LEAF MARKET JOTTINGS

There has been little change in quotations in the Louisville market. The present unsold stock is 4275 hogsheads. Bright red is quoted high at $13 for trash; $17 for common lugs, $19 for medium, and $22 for good. Common leaf, short, $24; common leaf, $26; medium, $28; good, $30; fine, $35 and $40. Dark red runs about twenty per cent. less.

Old Burley crop is quoted from $18 for trash to $44 for good leaf and $60 for fine.

New dark is quoted from $10.50 for sound trash to $15 for common leaf and $18 for good leaf.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Leaf Imports Grow

IMPORTS of tobacco are showing a big increase over those of last year, according to reports secured by the Washington Bureau of THE TOBACCO WORLD from the Department of Commerce. During the eleven months ended with May, imports of leaf tobacco totaled 75,122,432 pounds, valued at $57,797,649, of which 7,224,539 pounds, valued at $10,776,423 was wrapper leaf; during the corresponding period of last year, imports totaled 66,376,648 pounds, valued at $39,732,027, of which 4,240,311 pounds, valued at $5,252,224, was wrapper leaf; and during the preceding year the total was 40,701,787 pounds, valued at $21,630,683, of which 2,545,701 pounds, valued at $3,193,338, was wrapper leaf.

As shown by the following table, approximately 85 per cent. of our wrapper leaf is now imported from the Dutch East Indies, although before the war about 90 per cent. came from the Netherlands. More than a quarter of our other leaf now comes from Greece, with nearly similar percentages from Cuba and the Dominican Republic; in 1917, more than 50 per cent. came from Cuba alone.

Pound Imported
Eleven Months Ending May,

	1917	*1918*	*1919*
Wrapper Leaf:			
Netherlands,	2,230,957	353,172	486
Canada,	66,528	86,113	312,766
Cuba,	130,004	176,303	42,172
Dutch East Indies, ...		3,622,155	16,780,101
Other countries,	118,212	2,568	89,014
Total (lbs.),	2,545,701	4,240,311	7,224,539
Other Leaf:			
Greece,	6,690,030	16,592,566	17,058,724
United Kingdom,	125,212	44,982	72,816
Mexico,	1,729,666	483,679	388
Cuba,	21,305,305	18,710,581	16,892,931
Dominican Republic,	2,721,495	14,524,998	15,975,915
Other countries,	5,584,378	11,779,531	13,580,359

MR. SCHLOSS WILL BE SURPRISED

Washington, D. C.

How would you feel if you were away on your vacation and suddenly learned you had left your cigar-lighter going? Well, that's the way Leon Schloss, who runs a cigar store on Twelfth Street, Northwest, is going to feel when he comes back.

Old-time patrons of Mr. Schloss felt no surprise when recently they found his doors locked and the following sign pasted up:

"Everyone needs a vacation. The only way we can get ours is by closing the store for two weeks. We will reopen July 15th and be at your service fifty weeks in the year."

They were used to seeing such signs in the summer, for Mr. Schloss believes a man works better for a little rest.

But—he went away and left his cigar-lighter burning. C. L. T.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

FOR SALE—TO CLOSE AN ESTATE. Cigar factory and retail store, with pocket pool, billiard table, etc. A good going business. Good location in the city of Grand Rapids, Michigan. Cigar factory employs from eight to fourteen men. Ready market for goods. For information write to Grand Rapids Trust Company, Grand Rapids, Michigan.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

SALESMAN WANTED

SALESMAN WANTED TO CARRY LEAF TOBACCO SIDE LINE—Good live salesman, calling on good manufacturers in Pennsylvania, wanted to carry line of Florida and Georgia wrappers as a side line, on attractive commission basis. Address Box 301, care of "Tobacco World."

FOR RENT

FOR RENT—First Pennsylvania District. Cigar factory; modern building, suction equipment and operators for large production. Investigate. Address Box 306, care of "Tobacco World."

Washington, D. C.

Reports just received from the American Expeditionary Forces indicate that there are still large supplies of tobacco on hand abroad. Reports showing quantities on hand on May 31, included 1194 pounds of chewing tobacco, 8682 pounds of smoking tobacco and 1,492,151 cigarettes.

These quantities, it is declared, are equivalent to 65 days' rations of chewing tobacco, 476 days' rations of smoking tobacco and 511 days' rations of cigarettes.

Foreign Connections for Manufacturers and Exporters

Trading Company Winroth, Hiljding & Co., Stockholm, Sweden.

Financially and Commercially capable agents to take care of Manufacturers and Exporters' business in Scandinavia and Russia are looking for First Class Agencies.
Postal Address: Jacobsbergsgatan 17.
Cables: Winding, Stockholm.
Reference: Swedish Chamber of Commerce, New York City.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

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are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MISANTA:—41,203. For cigars, cigarettes, cheroots and tobacco. May 14, 1919. Garrett H. Smith, New York City.

IN-AL:—41,204. For cigars and all tobacco products. May 12, 1919. P. P. Ansel, Reamstown, Pa.

MASTER'S OWN:—41,205. For cigars, cigarettes, cheroots and smoking tobacco. June 18, 1919. F. A. de Pilis, New York City.

EDWARD DE VALERA:—41,206. For all tobacco products. June 26, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

ALL GOLD:—41,207. For tobacco in all forms. June 20, 1919. The American Tobacco Co., New York City.

JUNE 28th:—41,208. For all tobacco products. June 28, 1919. C. B. Henschel Mfg. Co., Milwaukee, Wis.

VAN TOP:—41,209. For all tobacco products. June 19, 1919. American Litho. Co., New York City.

THAMES BOND:—41,211. For all tobacco products. June 25, 1919. Central Cigar Mfg. Co., New York City.

TORINO:—41,212. For smoking pipes. July 1, 1919. The United Cigar Stores Co., New York City.

VENICIA:—41,213. For smoking pipes. July 1, 1919. The United Cigar Stores Co., New York City.

SARNO:—41,214. For smoking pipes. July 1, 1919. The United Cigar Stores Co., New York City.

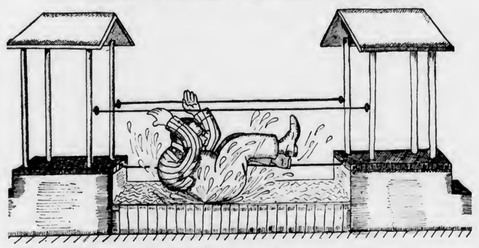
CORTONA:—41 215. For smoking pipes. July 1, 1919. The United Cigar Stores Co., New York City.

TRANSFERS

KHAKI KID:—40,912 (T. M. A.). For all tobacco products. Registered January 8, 1919, by C. S. Gable, York, Pa. Transferred to Wilmers Bros. Cigar Co., Dubuque, Iowa, February 6, 1919.

CIGARS MARCHESE SAN JULIANO:—38,379 (U. R. B.). For cigars. Registered October 4, 1913, by Venera Patti, New York City. Transferred to Salvatore Ragusa, New York City, June 30, 1919.

"Pride Goeth Before a Fall"



Joe Carlisle, Mapacuba representative of Bayuk Bros. Co., made a hazardous attempt at tight rope walking during the "Havana Ribbon" Booster's outing at Atlantic City. *"I promise you"* Joe was wet inside and out.

The Connecticut Valley crop looks healthy and is advancing rapidly, at some of the large plantations the plants had attained the height of a foot by the first of the month. There is little trouble from cut worms.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Dumville
DEPT. A

Cork Tips **Cork Bobbins**

BOUCHER CORK & MACHINE COMPANY, Inc.

216 WEST 18TH STREET **NEW YORK**

LITHOGRAPHER'S SUPPLIES

BAER BROTHERS
GOLD BRONZES AND GOLD INKS

Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.

BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY

Finest Japanese Metal Gold Leaf
Importers and Exporters

50 Union Square **New York City**

The Tobacco World

Established 1881

Volume 39 — July 15, 1919 — No. 14

TOBACCO WORLD CORPORATION
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William S. Watson, *Secretary*

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A most attractive package for 5 cigars

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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MANUFACTURER OF ALL KINDS OF
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CHICAGO, 105 WEST MONROE STREET,
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On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

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The power of an idea multiplied in millions of minds moves governments—or goods—as the case may be.

The Department of Labor urges more advertising by merchants and manufacturers to insure the present prosperity of the Nation.

U. S. Department of Labor

W. B. WILSON, Secretary

ROGER W. BABSON,
Director General, Information and Education Service

VOLUME 39 NO. 15

The TOBACCO WORLD

AUGUST 1, 1919

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OF THE FAMOUS

Deli Ba My *and* L P C

PLANTATIONS

CONTAINS A LARGE PERCENTAGE OF TOBACCO ADAPTED FOR

SEVEN-CENT CIGARS

PRICES WITHIN REACH OF ALL

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IRREGULAR PAGINATION

A friendly pipeful makes even the umpire seem almost human.
Velvet Joe

Honest to Goodness Ole Kentucky Burley—

aged for eight seasons by Nature's way—in wooden hogsheads. That's the true story of Velvet.

Judge Velvet with your eyes wide open. It is just the good old honest tobacco that it looks and smells.

But the mellow, ***mellow, mellowness***—the coolness and the comfort of it! The taste! Well, a pipeful of Velvet proves more than a page of print. Play Ball.

Liggett & Myers Tobacco Co.

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15c

—the friendly tobacco

For Gentlemen of Good Taste

San Felice

7c Cigars

The Deisel-Wemmer Co.,
LIMA, O.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

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BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. DANVILLE, VA. ESTABLISHED 1831
DEPT. A

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Genuine Mild Burley Blend With the Chocolate Flavor

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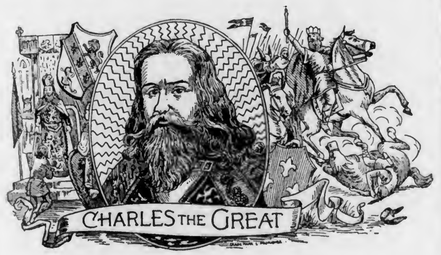

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Cuban Hand-Made CIGARS

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A cigar manufacturer is in the market for one or more cigar factories. Send full information regarding size of building, number of employes available, class of work being done, price paid and whether hand or mold, possibilities of increasing production. State whether factory is for sale or lease, and terms. If factory is fully equipped, general idea of equipment is desired.

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FOR SALE—JOB LOT OF 6000 POUNDS OF EHRHART'S SCRAP CHEWING TOBACCO, sweetened, 2¼ oz. per package. Samples on request. The Home Product Tobacco Co., Versailles, Ohio.

FOR SALE—TEN THOUSAND POUNDS OF FINE CIGAR CUTTINGS, and same amount of good resweat Gebhart strips, 1917 crop. Samples and price on request. The Home Product Tobacco Co., Versailles, Ohio.

FOR SALE—WE WILL HAVE ONE CARLOAD of cut stems for sale monthly. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

FACTORY WANTED—A factory to make short filler cigars, which is turning out either twenty-five, fifty or a hundred thousand cigars weekly. An excellent proposition for the right party. Address Box

SALESMAN WANTED

SALESMAN WANTED TO CARRY LEAF TOBACCO SIDE LINE—Good live salesman, calling on good manufacturers in Pennsylvania, wanted to carry line of Florida and Georgia wrappers as a side line, on attractive commission basis. Address Box 301, care of "Tobacco World."

FOR RENT

FOR RENT—First Pennsylvania District. Cigar factory; modern building, suction equipment and operators for large production. Investigate. Address Box 306, care of "Tobacco World."

Reiser Bros., of Philadelphia, have purchased the Louisville factory of Haas Bros., of Cincinnati.

The Tobacco World

Established 1881

Volume 39 August 1, 1919 No. 15

TOBACCO WORLD CORPORATION
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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

It's toasted

Back to the desk after lunch

Light a Lucky Strike cigarette—the real Burley cigarette. The flavor of the Burley tobacco is developed and enriched by toasting.

Open your package this way

LUCKY STRIKE cigarette

It's toasted. Try the real Burley cigarette. Buttered toast has flavor because it's toasted. Same with Lucky Strike Cigarette.

It's toasted

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OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

P. H. GORMAN COMPANY,
INCORPORATED
21 EAST 40TH STREET
NEW YORK CITY

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Write for Open Territory
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Manila Scraps make a fine full flavored cigar that can be sold for a nickel
WE SELL MANILA SCRAPS; also BINDERS and FILLERS
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Important Announcement

The PASBACH-VOICE LITHOGRAPHING Co., INC., advise the trade that they will hereafter do business through direct representation and periodic visits from the home office, in the territory in which they have been formerly represented by The American Box Supply Co. and Mr. John B. Thatcher.

The kindest feelings exist between the PASBACH-VOICE LITHOGRAPHING Co., INC., and their former agents, business relations having been discontinued through unforeseen circumstances and not through any disagreement. They will make every effort to receive a continuance of the generous patronage heretofore enjoyed through their agents.

It is suggested that all business and correspondence be conducted direct with the New York office, where Mr. J. A. Voice and his entire staff will give all inquiries personal and prompt attention.

Pasbach-Voice Lithographing Co., Inc.
25th St. & 11th Ave. New York City

Volume 39

THE TOBACCO WORLD

Number 15

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, August 1, 1919 Foreign $3.50

Labor Conditions Bring Local Manufacturers Together and Organization May Result

AN ill wind has apparently blown some good to Philadelphia cigar manufacturers if present plans are carried out. Philadelphia cigar manufacturers may organize, and we hope that the outcome will be a permanent organization with the members firmly welded together in a spirit of co-operation that has long been lacking.

As a result of the present strike, prominent cigar manufacturers met at the Manufacturers' Club on Wednesday, the 23rd, to discuss conditions, and to see if they could work together for a satisfactory solution of present difficulties. Joseph Gallagher, of Allen R. Cressman's Sons, was chosen chairman of the meeting.

At another meeting held on the 25th a proposal was made that the cigar manufacturers organize. This met with approval, and Jacob L. Krauss, of Antonio Roig & Langsdorf, was appointed chairman of a committee to draw up a constitution and by-laws. He was assisted by George M. Lex, of the "44" Cigar Company; Harry Bobrow, of Bobrow Brothers; Harvey Hirst, of Bayuk Brothers, and Samuel Graboskey of the G. H. P. Cigar Company.

At the present time there is no indication that the cigar manufacturers will meet the demands of the strikers.

We reproduce herewith a notice which has been mailed with a bill of prices to the cigar manufacturers of Philadelphia and vicinity.

"Messrs. .....

"Gentlemen:

"At a general meeting of the cigarmakers of Philadelphia and vicinity, held at 232 N. 9th street, on July 20th, 1919, it was unanimously agreed to quit work and to submit each employer the enclosed bill of prices.

"We desire uniformity in this respect, and owing to the increased cost of living, the purchasing value of the dollar has been reduced fifty or sixty per cent.; this is based on a report of the Government of the United States. Wages throughout the country have been adjusted on this basis.

"It is generally known that the cigar manufacturers have raised prices in conformity with the increased cost of other commodities, you have not raised wages proportionately. It is manifestly unfair to pick out those who earn the highest wage, the average wage determines what is earned in an industry. A potential reason in addition to the above is that our industry is cursed with the piece work system; ours is an intensified calling. We expend great energy, we contract occupational diseases, long hours and hard work in this industry often mean tuberculosis.

"We propose to maintain the American standard of living. At present we work from seven to eleven hours per week more than those who are engaged in the needle trades, in the building industries, in the railroading occupations, in the metal trades, in mining, etc. In fact the shorter workday is a recognized fact.

"The Government of the United States has set the example. We ask for a fair wage and a shorter day. There are about 90,000 cigarmakers who will not work, unless our interests are considered. We insist that our demands be granted.

"Committee on Settlement may be seen at headquarters, 232 N. 9th street."

The third sentence of the third paragraph is the kernel of the nut, "A potential reason in addition to the above is that our industry is cursed with the piecework system." This sentence reveals that back of the present difficulties lies an obstacle which will ultimately have to be overcome. The cigarmakers would like to force a per diem rate of wage. Under such a system whether a girl made five or five hundred cigars the manufacturer would be compelled to pay at the same daily rate. Efficient and unefficient would be paid alike, and there would be no incentive to acquire skill and speed.

One fact must be obvious to the cigarmakers. This strike is going to drive scores of manufacturers to machinery that can be operated by unskilled labor. Every month some factory is installing cigar-making machinery and other mechanical facilitating devices. Mechanical production is bound to come as it has come in other industries, but skilled labor is forcing the issue. Cigarmakers cannot readily turn to some other occupation, but the time is not far distant when hundreds of them will be compelled to learn some new trade because machinery will have taken their places.

For a group of employees to approach an employer with the statement that they need more money in order to live decently and to sit down and endeavor to arrive at an amicable agreement is one way of accomplishing a result satisfactory to both parties.

To approach an employer and say: "We want a fifty per cent. increase, a forty-four-hour week and the right to say who shall work in your factory with us," is decidedly another way of putting it, and most likely to stir up an antagonistic attitude on the part of the employer, and to result in heavy losses to both parties.

The aggregate daily overhead of Philadelphia cigar factories would make a tidy sum. A man could live in luxury on the income of a week's total. When the factories are not working the overhead goes on just the same. Vast sums are tied up in raw stocks, supplies, equipment and property. Large clerical forces and executives must be paid just the same. Interest must be paid on borrowed money tied up in raw materials, for at certain seasons of the year almost every factory must borrow money to finance its purchases.

Who swallows this loss? Mr. Cigar Manufacturer swallows it. If he has a surplus, it gets to work and grows thin. If he doesn't have a surplus he digs into any profits that may have accrued up to that time. And if he doesn't have any profits he calls up his banker and often has a heluva time before he gets fixed up.

And if he survives, when the workmen come back to the factory every cent of profit that can be gotten out of the production must be used to fill up the hole in the money chest. And in these days when the capital required for cigar manufacturing runs into the hundreds of thousands and millions of dollars, every cent of which must earn interest for the investors, there are a lot of people working a hundred hours a week with pencil and paper trying to figure out the elasticity of present United States currency. This is just one of the nightmares that haunt the dreams of cigar manufacturers when their factories are on strike.

Now, the striker has pleasant dreams, for the butcher and baker and candlestick maker and the landlord and a few others carry his burdens for him. The striker is the original, "I should worry!" guy.

But the point that the striker overlooks is that he has lost individually more in proportion than the employer. The employer has a chance to catch up, but when a pay envelope is missing, it's Gone with a capital G. No increase in wages offsets it. And many is the time that the striker has to turn to learn a new trade and to earn less money for a long, long time.

There are no doubt occasions when a strike is justified and when it clarifies conditions to a satisfactory degree, but there is no sympathy for the cigarmaker in this present attempt at a wholesale rape of the cigar manufacturing industry.

From its inception the strike has been handled as a deliberate attempt to dictate to the cigar manufacturer. There has been no attempt to co-operate or to work out a solution, an amicable solution. The industry has not been asked if it can afford to increase wages, or how much, but has been told the terms upon which it will be allowed to continue to manufacture cigars.

It will be recalled by numerous persons of this generation that Germany on several occasions advised the Allies of the territorial concessions and indemnities that it would require before the world would be permitted to resume its peaceful occupations.

Increases in wages simply mean that a dollar is worth less. The consumer eventually pays the bills.

And the jobbers and dealers do not need a telescope to see that the nickel cigar of yesterday is the three-for-a-quarter cigar of tomorrow. Regardless of the outcome of the strike the industry is headed for the highest prices in the history of the trade.

Shorter working hours will mean a decrease in production, and a decrease in production will cut a financial figure right down the line.

And until machinery comes into its own in the cigar manufacturing industry present conditions are bound to exist. The cigar manufacturer will be forced to cast aside his prejudices and to modernize his factory with mechanical appliances if he is to stay in business.

The present situation may also create a condition whereby volume will be absolutely essential to the manufacturer. For the smaller manufacturer consolidation or liquidation may stare him in the face.

Conditions indicate that several consolidations are in the making. Some will materialize. Profits today mean economy in production, a reduction of overhead volume in buying power, an amalgamation of selling forces, and concentration on brands and a reduction in the number of sizes.

Working together for their mutual welfare the cigar manufacturers of this city are bound to benefit to a greater degree than at any time when each was working as an individual.

The strength and permanency of the organization will be no greater or more lasting than the faith and confidence that each member places in his associates.

POLITE TO A LADY

In Danville today. Danville is prohibition. As I came in, a chap with a magenta nose was watching his bag and handling it like it had eggs in it as they have been searching baggage as it comes into this town. As we got off the train he spied a lady with a big suit case and a child and he grabbed both to help her out of the station and left her to carry his bag. Outside a big fellow met her and the red-nosed man was thanked, but said in reply: "Old man, I suppose I ought not to have done what I did but there was a quart of booze in that bag your wife carried." "That's nothin'," was the reply, "There were twelve in her bag that you carried!"—Roy Fulkerson in "The Salt Seller."

WHERE HE BELONGS

Breathes there a man with soul so dead
Who can't get SERVICE through his head,
Who will not boost the work along,
Because he thinks the dope's all wrong?

If such a bird flies in our flock
Who thinks the cause is poppycock,
He's simply junk, no more worth while,
And deserves the first place on the old scrap pile.
—"United Shield."

Amicable Settlement Likely in Tampa

Tampa, Fla., July 31, 1919.
(By Telegraph)

Going into a conference with the cigarmakers' committee this afternoon with what they announced as "open minds" following a meeting of the manufacturers Thursday night at which they were appointed, after a discussion of the workers' demands, the cigar manufacturers' committee offered a compromise to the cigarmakers' committee of ten per cent. for mold workers and fifteen per cent. for hand workers.

The cigarmakers' committee rejected the offer and the conference adjourned until three o'clock Friday afternoon. In the meanwhile the manufacturers will meet Friday morning for another discussion among themselves.

A marked innovation in the industry's troubles here is the way in which both sides are going into the matter, each admitting the difficulties of the other and apparently anxious to relieve them as much as possible. The stubbornness that has characterized other clashes in the past is entirely lacking.

Tampa, Fla., July 30, 1919.
(By Telegraph)

Demands for a twenty-five per cent. increase straight down the scale were presented to the cigar manufacturers here Wednesday morning by the equalization committee of the cigarmakers' union following Monday's referendum in which more than six thousand of seventy-two hundred participating voted in favor of demanding a raise. Nineteen hundred of these voted for a fifty per cent. increase.

The equalization committee has called a meeting Thursday noon and invited manufacturers to be present and offer reply. A refusal will probably result in a walkout on Friday.

Higher Freight Rates For Tobacco

Washington, D. C.

HIGHER freight rates for tobacco and other commodities are considered inevitable by leaders of the Republican party, who have made a study of the question in connection with proposed legislation returning the railroads to private control. In a statement just made by Jonathan Bourne, Jr., president of the Republican Publicity Association, increased rates are declared to be absolutely necessary to enable the railroads to restore their former equipment.

"From facts already developed in the study of the problem of the re-establishment of our transportation systems under private management," he said, "it is clearly evident that the people of America must make up, in one form or another, the depreciation in railroad equipment suffered in the past few years because of inadequate railroad revenue. Upon an efficient transportation system the prosperity of every other industry and enterprise depends. The short-sighted and unbusiness-like policy of railroad regulation by one Federal and forty-eight State regulatory bodies resulted in what has been appropriately called starvation of the roads—a condition that must be corrected by the adoption of a constructive unified supervision.

"Notwithstanding the increase of twenty-five per cent. in freight rates and approximately fifty per cent. in passenger rates, ordered by the Railroad Administration, effective June 25, 1918, there is a deficit to the Government under its guarantee, up to and including May of this year, amounting to $451,000,000. It is thus evident that there must be another increase in rates, and the public cannot have much hope of any reduction in these rates until the depreciation of the physical properties which has occurred in the past thirteen years has been made good.

C. L. L

Prices Rising in Great Britain

That the close of the war has brought no decrease in prices abroad is shown by an editorial in London "Tobacco," which says in part: "Prices of cigarettes, cigars, pipes and probably other articles are in a peculiar condition. They are rising here and there, as one manufacturer follows another in taking the plunge. At present prices the best Virginia cigarettes are unprofitable. It would not matter if there was a probability of decreased cost. The contrary is the case. Each purchase of tobacco costs more, and supplies bought previously at lower prices are used up. Why do not manufacturers act together? Well, it is a risky thing to raise the price to the public on an article on which years of work and large sums of money have been spent. They would like to see another manufacturer make the experiment! The success of those who are showing the way will bring others to follow suit.

The Business Methods of a Progressive Tobacconist

By Robert F. Salade

LOCATED in the corridor of the Heed Building, 1215 Filbert Street, Philadelphia, is the cigar store owned by Robert Pollow, and it is a remarkable "public service institution" in many ways. This stand was established by Mr. Pollow back in 1905, and by following original methods of selling along with the service idea, the tobacconist has been successful to a very high degree. His business has grown steadily from year to year, and today it holds the honor of being one of the most important of its class in the Quaker City. The purpose of this article is to inform the reader how this success was brought about.

As the visitor enters the hall-way of the Heed Building, from the Filbert Street side, he sees to the right of him a brilliantly illuminated stand fronted by a series of handsome plate-glass cases. In one set of the cases are displays of cigars, cigarettes and smokers' articles in great variety. On the top of this section of cases is another display of cigars and cigarettes, including all the leading brands. The goods are so arranged that the customer may easily wait upon himself, but Mr. Pollow is always ready to extend a 'helping hand."

The second series of show cases contain beautiful exhibits of boxed candy, large glass jars of Wilbur's chocolate "buds," etc. On the top of these cases is a smaller-size glass case containing an assortment of popular "penny sweets," and in front of this smaller case, and on one side of it, is another display of "goodies," such as all the leading brands of chewing gums, chocolate and almond bars, chocolate and fruit bars, lime drops, lemon drops, and other little-priced confections of this variety. Large-size jars of Wilbur's "buds" are also standing upon the top of the candy cases. Both the tobacco and the candy cases are electric lighted throughout the day, which helps, of course, in making the exhibits attractive.

In back of the "front line" of cases, attached to the wall, is another series of glass-front cases which contain boxed cigars, cigarettes, and so forth. One smaller-size case is devoted exclusively to an exhibit of pipes. One shelp features a display of playing cards, and upon another shelf is a display of stationery, such as pencils, writing pads, bottles of writing ink, bottles of mucilage, pens and memorandum books. All articles on sale at the stand are arranged in such a way that the customer can see them by a quick glance. This is a "selling point" which should be of particular interest to the reader.

On the left-hand side of the main section of cases is a rack which offers all the standard magazines. The brightly colored pictures on the covers of the magazines help in directing the visitor's attention to the stand, although as a matter of fact the stand itself is so attractive and interesting that nobody could pass it without giving it some attention. There are comparatively few people who pass in and out of the building who do not occasionally stop to buy something at Pollow's shop, for the simple reason that it is such a *useful* and *versatile* place.

The business men and women and the office boys and girls, who work in the various apartments of the Heed Building, all at some time or other are patrons of "Bob's" store. Men, women, boys and girls who visit the offices of the building on business are included among the tobacconist's customers. While it is true that the women, girls and boys are large buyers of candy, chewing gum, "buds," and other confections, the great amount of sweetmeats bought by the men folks during the course of a year is astonishing. Some business men who have offices in the building seldom pass the stand before stopping to buy chocolate bars, "buds," mints, lime drops, or something else of this sort.

Robert Pollow is a servant of the public and he is proud of it. Anyone may stop at his stand for the purpose of having a note changed. The stranger as well as the regular patron may buy postage stamps here. Inside the stand is a flat-topped writing desk, equipped with pens, ink and writing paper, all for the convenience of the public. Close at hand are the Bell and Keystone telephones. In the case of an unexpected rain-storm, tenants of the building who may have left their umbrellas at home, can borrow umbrellas from Bob at a moment's notice. Strangers, as well as customers, may leave packages at the stand for safe-keeping. The cigar man is willing to do anything within his power for the accommodation of the public, and that is one reason why his business has been so successful.

"Judging by my own experience," said Mr. Pollow in an interview with the writer, "candy eating has greatly increased among both sexes during the last few years. My own candy business has more than doubled within a period of three years. It keeps myself or my assistant continually on the watch to see that our stock of confections is not allowed to run too low. I have noticed that men in particular are taking more and more to the habit of candy eating. Many of my largest buyers of boxed candies are business men. Doubtless they take home the sweets to their families, but I have a suspicion that some of the candy is consumed by themselves—I mean the boxed candy. When it comes to things like "buds," chocolate and almond bars, mints, chewing gum and cough drops, I can see the men buy and eat them right here in front of the stand.

"I carry Schrafft's boxed candies, Wilbur's and Whitman's chocolate 'buds,' and Schrafft's and Hershey's chocolate bars as specialties, and it keeps us busy all through the day handing over these goods to both male and female customers. That case of small penny candies constitutes one of the most profitable branches of our business. The average patron usually has a few pennies extra to spend, and we often get these 'coppers' by means of that little display. In many instances when men buy cigars, tobacco or cigarettes, they receive several pennies in change, and when they see the display of penny goods, we receive

(*Continued on Page 20*)

New York Bill of Prices Spread Over Country

THE bill of prices of the cigar makers on strike in Philadelphia, which reached cigar manufacturers in this city on Monday, is practically identical with the one sent out in New York.

We have received advices from the South, Middle West and West that the New York bill of prices has appeared in many of the large cigar-manufacturing centers in those sections. There is no doubt a determined effort on foot to vitally injure the cigar-manufacturing industry. It will not succeed, because the demands are impossible.

Herewith we reprint the bill of prices as received:

BILL OF PRICES OF THE CIGAR MAKERS, PACKERS AND STRIPPERS OF PHILADELPHIA AND VICINITY

Adopted July 1, 1919

HAND WORK

SECTION 1

Straights—Long Havana Filler or Substitute for Same

4¼ inches or less $18.75
4½ inches or less 20.00
4¾ inches or less 21.25
5 inches or less 22.50

Team work 5% less than above.
$1.00 extra for each additional ¼ inch or fractional part thereof.
Round or short heads, $2.00 extra.
Open head work up to 5 inches, $2.00 extra.
Open head work, $4.00 extra for each additional ¼ inch or fractional part thereof above 5 inches.

SECTION 2

Ordinary Shapes

4¼ inches or less $20.00
4½ inches or less 21.25
4¾ inches or less 22.50
5 inches or less 23.75

Team work 5% less than above.
$2.00 extra for each additional ¼ inch or fractional part thereof.
Open head work up to 5 inches, $2.00 extra.

SECTION 3

Perfectos

4¼ inches or less $21.25
4½ inches or less 22.50
4¾ inches or less 23.75
5 inches or less 25.00

$2.00 extra for each additional ¼ inch or fractional part thereof.
Round or short heads, $2.00 extra.
Open head work up to 5 inches, $2.00 extra.

SECTION 4

Prepared Imported Mixed Scraps

4¼ inches or less $16.25
4½ inches or less 17.50
4¾ inches or less 18.75
5 inches or less 20.00

Team work 5% less than above.
$1.00 extra for each additional ¼ inch or fractional part thereof.
Shape, $1.00 extra. Perfecto, $2.00 extra.

SECTION 5

***Cheroots—Imported Mixed or Seed Long Filler**

4½ inches or less $16.25
4¾ inches or less 17.50
5 inches or less 18.75

$1.00 extra for each ¼ inch or fractional part thereof.
Peculiar shapes, $2.00 extra.

***Cheroots—Prepared Imported Mixed or Seed Scraps**

4½ inches or less $15.00
4¾ inches or less 16.25
5 inches or less 17.50

$1.00 extra for each ¼ inch or fractional part thereof.
Peculiar shapes, $2.00 extra.

*Cheroots are cigars without heads and straight.

SECTION 6

Smokers

5 inches or less $18.75

$1.00 extra for each ¼ inch or fractional part thereof.
Havana Binders, $1.00 extra.
Havana Wrappers, $2.00 extra.

SECTION 7

Gauge Sizes

4¼ inches, 12 loose ..... 7¾ inches
4½ inches, 12 loose ..... 8 inches
4¾ inches, 12 loose ..... 8¼ inches
5 inches, 12 loose ..... 8½ inches

$1.00 extra for each ½ inch or fraction thereof thicker.
On dry mould work, 50 cents extra instead of $1.00.
Where two or more kinds of filler are mixed on the table, $1.00 extra.
Where Havana filler and binders are used in the making of the cigar and any substitute for Havana wrapper is used, $2.00 extra or the same as Havana wrappers will be charged.
Clear Havana hand open head work will be considered Spanish hand work and must pay for Spanish hand work prices.

MOULD WORK

SECTION 1

(A)
Imported Filler Straights

4 inches or less $15.50
4¼ inches or less 16.75
4½ inches or less 18.00
4¾ inches or less 19.25
5 inches or less 20.50

$1.00 extra for each ¼ inch or fractional part thereof.
Where less than five (twenty) moulds are used and not less than forty bunches, $1.00 less than hand work.

(B)
Imported Filler, Ordinary Shapes

4¼ inches or less $17.50
4½ inches or less 18.75
4¾ inches or less 20.00
5 inches or less 21.50

$2.00 extra for each ¼ inch or fractional part thereof.
Round or short heads, $1.00 extra.

(C)
Imported Filler Perfectos

4¼ inches or less $18.75
4½ inches or less 20.00
4¾ inches or less 21.25
5 inches or less 22.50

$2.00 extra for each ¼ inch or fractiona part thereof.
Round or short heads, $2.00 extra.
Open head work up to 5 inches, $2.00.
Open head work, $4.00 extra for each ¼ inch or fractional part thereof.

(D)
Prepared Imported Scraps Straights

4¼ inches or less $14.75
4½ inches or less 16.00
4¾ inches or less 21.25
5 inches or less 18.50

Shapes, $1.00 extra. Perfectos, $2.00 extra.

(E)
Cheroots (No Heads) and Straight Imported or Mixed Long Filler

4½ inches or less $13.75
4¾ inches or less 14.50
5 inches or less 15.25

$1.00 extra for each ¼ inch or fractional part thereof.
Prepared imported Scraps, 50c. less than Long Filler.

(F)
Seed Long Filler Straights

4¼ inches or less $12.50
4½ inches or less 13.00
4¾ inches or less 13.50
5 inches or less 14.00

$1.00 extra for each ¼ inch or fractional part thereof.
Prepared Scraps, 50c. less than Long Filler.
Where two kinds of Fillers or Long Fillers with Scraps are mixed on table, $1.00 above Long Filler will be charged.
Shape, $1.00 extra.
Perfectos, $2.00 extra.
Single Binders, $1.00 extra.

(G)
Smokers—Seed Long Filler

4¼ inches or less $12.50
4¾ inches or less 13.00
5 inches or less 13.50

Ten per cent. allowance for dry mould work suction table rolling only.

Where mould for less than 100 bunches are used, $1.00 extra.

Grievances on any job not provided for in this bill shall be referred to the Joint Advisory Board.

All shops must strictly observe the eight-hour day and four hours on Saturday.

In organized factories in which ten (10) or more members are employed, a Shop Committee of not less than three (3) members of the shop; one of whom shall be the Shop Chairman, shall be elected by the members of the shop to adjust all grievances with the firm that may arise in said shop; should the Shop Committee not be able to adjust the grievance, they then shall report the same to the Joint Advisory Board. The right of appeal from the finding of the Joint Advisory Board, by either party, to an impartial Board of Arbitration can be had, whose findings shall be final.

In unorganized shops the same rules shall apply, except in the case where the Grievance Committee, not being able to adjust grievances, shall report same to the Settlement and Revision Committee of the General Strike Committee of Philadelphia and Vicinity.

2. Any Cigar maker having worked for two full weeks shall be considered a standing employee of that shop.

3. In time of depression of business, all cigar makers shall be placed on an equal limit, and no new help shall be hired until limit is removed.

PACKERS' BILL OF PHILADELPHIA AND VICINITY

Excluding Havana Wrappers

1-10	$1.80
1-20	2.05
1-10 17 top	2.05
1-40 9-13 top	3.00
1-40 15 top	3.50
1- 4 of M.	1.75
1-80	5.00

Bundles

1-10 or 1-20	$2.05
1-10 Packed 4-25 bundles	2.50
1-20 Packed 2-25 bundles	2.75
1-40 Bundles	2.75
1-40 Packed 10-25 bundles, one ribbon	2.50
1-20 Packed 10 in bundle	3.50

Brevas

1-20 Two ribbons	$3.00

Cans

1-40	$2.75
1-20	2.00

Boite Nature

1-20	$2.50
1-40	3.75

Proviso

15c. extra per M. for every ¼ of an inch over 5 inches.
Extra thickness, 25c. per M.
Also banded work, 25c. extra per M.

General printed work, 35c. per M. Prints showing top—uniform up or down, 75c.

Any work not mentioned on this list, such as Triangle, Twist, Pyramids and Samples, should be paid by the hour, not less than $1.00 an hour.

Samples from the lot, 25c. each.

Any Packer engaged by the week should receive not less than $44.00 per week, not to exceed 44 hours of labor.

All prices paid above this bill in any of the shops must be retained. The basis of all shop work to be 44 hours per week. During time of slackness when Packers are out of employment Packers should not be permitted to work any overtime.

Clear Havana Packing

1-20 10-13 top	$2.25
1-10 10-13 top	2.15
1-40 9-13 top, up to Perfectos	3.75
From Perfectos up	4.50
1-80 All styles, loose	6.00

Cans

1-40	$3.00
1-20	2.00

Boite Nature

1-20	$2.75
1-40	3.75

Bundle Work

1-20 or 1-10 No bands	$2.50
1-20 or 1-10 Bands covered	3.50
1-20 or 1-10 Bands faced	4.00
1-20 or 1-10 Two ribbons, faced bands	5.00

Brevas

1 Ribbon, no bands	$3.50
1 Ribbon, with bands	4.00
2 Ribbons, no bands	4.00
2 Ribbons, with bands	4.50

Any work not mentioned here, such as Triangle, Twists, Pyramids and Samples, should be paid by the hour, and not less than $1.00 an hour.

Samples off the lot, 25c. each.

15c. per M. for every ¼ of an inch over 5 inches.

Thickness, 25c. extra per M.

Bands, 25c. extra per M.

Any Packer engaged by the week should receive not less than $44.00 per week, not to exceed 44 hours of labor.

All prices paid above this bill in any of the shops must be retained.

The basis of all shop work to be 44 hours per week.

Packing cigars right or left, 50c. extra per M.

All cigars must be packed by a recognized Packer, irrespective of style of packing.

25c. extra for every additional ribbon.

One Apprentice allowed to every seven Packers—2 for 30 Packers and 3 for 50 Packers—and in no case shall there be any more than 3 Apprentices in any one shop. No Packer shall be allowed to do Floor Boys' work, such as carrying lots or boxes or pressing cigars in the large press. Tools must be furnished by the Employer.

Cigar Shipments May Suffer from Lack of Express Cars

Washington, D. C.

THE tobacco industry may again suffer from a lack of express facilities such as prevailed when we were sending our troops abroad, and for a very similar reason. The return of the troops, according to Walker D. Hines, Director General of Railroads, requires the diversion of express equipment for military purposes, and the public is warned that the express service may be somewhat embarrassed for a time.

"For a considerable period," said Mr. Hines, "when our troops were being transported from interior points to the seaboard for movement overseas, it was deemed by the military authorities as necessary that military equipment be moved in express cars, which curtailed to a great extent the availability of express-car equipment to handle the large amount of business which the express company was then being called upon to transport, and this curtailment of equipment resulted in the use by the American Express Company of a large number of box cars which were in no wise equipped for the proper handling of express traffic and seriously delayed the movement thereof.

"Now that the troops are returning, the Government is again requiring the use of a large number of express cars for transportation of equipment of troops to their final destination, and this is again resulting in the express company having to use box-car equipment to handle some of its business.

"While the Railroad Administration and the American Railway Express Company are doing everything possible to maintain the best service under existing conditions, this withdrawal of express-company equipment for military purposes is resulting in inconvenience in some parts of the country and this condition will continue to a greater or less extent while the need for express cars for miltary purposes continues."

C. L. L.

LEAF MARKET JOTTINGS

IN Lancaster and York counties, for we can no longer say the Ninth Internal Revenue District, the monthly meeting of the Tobacco Growers' Association held at Lancaster on July 15, was a very cheerful one so far as crop reports were concerned.

The secretary read reports showing that the tobacco crop is coming along in fine shape and that a higher yield than last year is anticipated. East Earl, Quarryville, Lititz, Ephrata and West Hempfield regions all reported excellent early crops. Salisbury reported a five per cent. decrease in acreage but a healthy condition of all the tobacco.

The September meeting will be held at Ephrata instead of Lancaster, with an outing for the members and their families in Ephrata Park. Governor Sproul and speakers from State College will be invited.

The annual tour of inspection will cover about sixty miles and will take in the following districts: Landisville, Mount Joy, Marietta, Washingtonboro, Millersville, Lampeter, Quarryville and Christiana. The next meeting will be held the second Monday in August.

***

In Wisconsin the demand is good for what tobacco remains in the hands of the growers and prices range from eighteen to twenty-three cents. Rain came just in time to restore fields that had commenced to show effects of the drouth.

The Edgerton "Tobacco Reporter" says that the Tobacco Growers' Association is going to try to market the crop without the aid of the packers, but remarks that there have been previous experiments of this sort, and that they have almost universally resulted in failure. Further that "it is not every farmer that will be able to hold his tobacco until it is ready for the manufacturer. But the experiment, if successful, will demonstrate that the farmers, as a whole, need not accept a price that does not remunerate them for their toil and investment. They will always have the option of choosing the method that brings them the most satisfactory returns."

There are so many "ifs" in the proposition that it looks like a doubtful one.

***

Quotations for the Ohio 1918 crop from Baltimore are: Inferior, $8 and $14; good common, $15 and $20; medium to fine red, $21 and $35; medium spangled, $30 and $35; yellow, $36 and $45; air cured, $10 to $37, according to quality.

Away down South, Lumberton, N. C., opened sales on July 16 and sold a quarter million pounds of leaf, prices for which ranged as high as forty-three cents per pound for second curings, and bright tobacco sold as high or higher than it did at the opening sale last year. The high prices were unexpected by the farmers. The indications are that Lumberton market will sell at least five million pounds this season.

Reports from various bright leaf tobacco counties declare that the present crop promises a large yield and a curing of exceptional quality. Experts say that prices will depend in large measure on whether the tobacco is allowed to ripen, last year's crop was sold green at unprecedented prices, but large buyers are urging farmers not to harvest the crop green as it will not bring a good price if it is handled like last year's crop.

Lake City, S. C., opening sale on July 16 offered common grades of prunings which met with a slow demand, three hundred thousand pounds selling at an average of fifteen cents. Olanta, Timminsville and Florence offerings of common prunings brought fourteen to sixteen cents. Probabilities are that the average South Carolina price will be lower than last year's.

The Tobacco Association of the United States at its annual convention advised the Eastern North Carolina markets not to open until the middle of August. Virginia, the Old Belt of North Carolina, Kentucky and the West should follow. However, this arrangement might seem to somebody to give the Far South an advantage in unloading, and the various sections will probably get into the market the earliest date that the crop is ready for sale.

***

In some parts of Kentucky the heavy rains did a considerable amount of damage to the tobacco crop and in others the benefit appears to have been equally great. Serious washouts were reported from Hardinsburg and Williamstown. In Fayette County the crop presents a splendid appearance, also in Woodward County and Bourbon County. Heat and hot winds hit Garrard County tobacco pretty hard.

Louisville quotations for the 1918 crop give the higher prices as follows: Dark red—trash, $10 and $12; common lugs, $14; medium, $16; good, $18; common leaf, $17 to $20; good leaf, $25; fine leaf, $35. Bright red—trash, $13 and $15; common lugs, $17; medium, $19; good, $22; common leaf, $24 and $26; medium, $28; good leaf, $30; fine leaf, $40. New dark—manufacturing, high; trash, $10.50; common lugs, $11; medium, $12; good, $14; common leaf, $14 and $15; medium, $16; good leaf, $18.

Volume 39

THE TOBACCO WORLD

Number 14

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, July 15, 1919 | Foreign $3.50

Strikes Emphasize Great Need For Use of Mechanical Devices by Cigar Manufacturers

FOR more than eighteen months THE TOBACCO WORLD has urged the attention of cigar manufacturers to the great benefits to accrue to their industry through the wider use of mechanical devices for the production of cigars. It has been repeatedly pointed out in these columns that facilitating devices that can be operated by unskilled labor offer many advantages. Chief among them is the standardization of the product and the greater range allowed for the systematic operation of a factory. These points alone would warrant the installation of mechanical devices to say nothing of the greater economy made possible by the use of machinery.

The fact that most devices for the cigar industry can be operated by unskilled labor is a point worthy of high consideration at this time when the skilled workmen in New York and Boston have left their benches.

Prices in the cigar industry are creeping higher and regardless of the outcome of the present difficulties between the employes and employers and an increase in cigar prices is bound to result.

There is sure to be some saving in the use of machinery, and if it were not so it would not be a fact that the very largest manufacturers of cigars in this country not only are using vast quantities of mechanical facilitating devices, but are always ready to try out any new piece of machinery.

The cigar is a comparatively cheap product, or has been until recently, and there is danger in forcing the prices of cigars any higher. For cigars to be sold at their present level, as we have emphasized in previous articles, methods of economy must be introduced. Production must be obtained at a lower cost.

The aggregate waste of raw materials due to the imperfections of humanity is enormous. The consumption of free cigars is an item that taken collectively reaches a big figure.

The stemming machine, the suction table and the bunch machine have all demonstrated their value. Other devices are coming into use more and more. Banding machines have reached a point where they can be profitably employed by cigar manufacturers.

One of the greatest mechanical boons to the industry is the stripping machine which strips wrapper, binder and filler. Here is a product that not only facilitates cigar production but eliminates waste, and is economical to a high degree. The evidence of manufacturers who are using it, and they now number more than one-thousand, is practically unanimous. Any manufacturer who employs three hand strippers can afford to install a stripping machine.

Perhaps the most marvelous device that we have seen in operation is the cigar-making machine. This produces the cigar complete from the making of the bunch to the putting on of the wrapper and the forming of the head and tuck. The product is uniform, economical, and in addition thoroughly satisfactory to the smoker. We have seen men who were smoking both a hand-made and machine-made cigar, and they have chosen the machine-made cigar as the better smoke, and without knowing which cigar was hand-made or machine-made.

It is useless to dwell on the great advantages accruing through the use of such a machine. Unskilled operators can be taught to produce good cigars in a very short time, which is not true of the hand-made product.

Reoccurring conditions which prevent production must eventually turn the mind of the cigar manufacturer toward mechanical facilitating devices. The existing conditions must prove to the employer that he must look to machinery for the solution of his problems.

We are pleased to note that other publications in the trade have seen fit to point out the advantages of mechanical devices.

It is to be regretted, however, that a great amount of editorial inspiration is reflected only from the advertising pages.

The publisher who is seriously working for the betterment of the industry can at all times afford to lend editorial support to any constructive movement regardless or whether or not advertising revenue is dependent upon it.

For the past eighteen months THE TOBACCO WORLD has been alone in its stand for the introduction of mechanical devices into cigar factories, and despite the fact that as far as advertising revenue is concerned its proportion has been but a very small part of the whole. On the other hand there is an obligation to the subscriber that cannot be weighed against advertising revenue.

It is true that the majority of concerns producing machinery for the cigar industry have apparently spent as little as possible for real publicity, but we do not believe that this condition will continue indefinitely.

The Universal Tobacco Stripping & Booking Machine

. . facilitating devices
at can be operated by
skilled labor offer many
vantages. Chief among
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machinery for the
lution of his problems.

HAD we written it, no stronger endorsement of the Universal Tobacco Stripping and Booking Machine could have been offered than the editorial on opposite page.

That cigar manufacturers have awakened to the importance of labor-saving machinery is proven by the use today of over four thousand Universals in a thousand different factories.

Users of Universals declare the machines pay for themselves in a short time. As many as three hundred and fifty Universals are in use by one single cigar manufacturer. There are hundreds of small cigar manufacturers who operate only one Universal machine.

Ask for a demonstration in your own factory, on your own tobacco, and see what the Universal can do for you today.

Catalogue and Price List on request

One of the greatest mechanical boons to the industry is the stripping machine which strips wrapper, binder and filler. Here is a product that not only facilitates cigar production but eliminates waste and is economical to a high degree. The evidence of manufacturers who are using it, and they now number more than one thousand, is practically unanimous. Any manufacturer who employs three hand strippers can afford to install a stripping machine.

niversal Tobacco Machine Co.

79 Fifth Avenue, New York

Factory - 98 - 104 Murray St. Newark, N.J.

TRADE NOTES AND NOTICES

Bert Loewenthal has returned from a southern trip, where he secured a large number of orders for S. Loewenthal & Sons leaf tobacco.

Julius S. Cahn, widely known in the cigar trade and a representative of the firm of Cuesta, Rey & Company, died recently in Chicago from heart failure.

Mrs. Margaret Portuondo, widow of Juan F. Portuondo, who established the J. F. Portuondo Cigar Manufacturing Company in this city, died recently at her summer home in Atlantic City.

While still retaining his directorate in the Tobacco Products Corporation, George L. Storm has resigned the position of vice-president to become chairman of the board of directors of the Sweets Company, a $5,000,000 candy corporation.

Fassler & Silberman, Incorporated, have succeeded the Connecticut Valley Tobacco Company and increased the capital stock from $100,000 to $500,000. The headquarters of the firm will be at Hartford, Conn., where they have erected a large warehouse.

The C. O. Meads Tobacco Company, of Red Lion, Pa., has received an order from the German Government for between six and seven million pounds of tobacco, involving about a million dollars. The Germans will soon be smoking tobacco again instead of beech leaves.

In Denmark, in 1918, there were nine big cigarette factories with an output of at least ten million and six small factories. The importation of foreign cigarettes decreased steadily during the war period. Home consumption increased from 129 per head in 1913 to 214 in 1918.

The General Cigar Company having declared a quarterly dividend of one and a half per cent. has placed its common stock on a six per cent. basis. It previously paid four per cent. The stockholders have ratified the proposal to increase the capital stock from twenty-five to thirty-five million dollars. Five millions preferred stock and five millions common.

Cigar and cigarette manufacturers and tobacco leaf exporters, who are seeking foreign connections, should write to the Trading Company Winroth Hiljding & Company, Stockholm, Sweden. Postal address, Jacobsbergsgatin 17. They are prepared to handle first-class agencies in Scandinavia and Russia. They give as reference the Swedish Chamber of Commerce of New York City.

Reports from all parts of the country and especially from the Middle West, show that while the 6 and 7 cent cigars are selling well, the drift is strongly in favor of the higher priced cigars.

Wm. Bythiner, of Philadelphia, leaf tobacco broker, has embarked in the manufacture of Vent boxes in addition to his brokerage business, under the name of the B. M. Vent Company.

The Hamilton Cigar Company has been incorporated at Seattle, Wash., by D. J. Hamilton and others with a capital of $30,000, as a jobbing house for various well-known brands of cigars.

The A. L. Ehrbar Company has been organized in Cleveland, Ohio, with a capital stock of $100,000. Mr. Ehrbar has been one of the leading cigar jobbers in the district. Northern Ohio will be the territory covered. The warehouse will be at 510-512 Eagle Avenue, Cleveland, Ohio.

Due to a strike of freight handlers and drivers, the tobacco dealers of Winnipeg were able to sell a quantity of tobacco and cigars that had been on their shelves for several years, when popular brands became exhausted. What is evil to one interest is often a benefit to another.

The Alabama Tobacco Growing Corporation has been organized with offices at Summerdale, Baldwin County, Alabama. The incorporators are James R. Reynolds, of Elmira, N. Y.; Louis P. Sutter, Arrie P. Wolf and Edward A. Sutter, of Chicago. The capital stock is $75,000.

An exchange says that the Connecticut tobacco farmers were opposed to the daylight saving bill, for the reason that their help are obliged by the bill to work during the early part of the day, when it is impossible to handle the weed. In the first place, no bill obliges a man to work at any particular time, and secondly, how could he work at the "weed" when it was impossible?

The Dominion Cigar and Tobacco Association of Canada has been organized with the following officers: President, Colonel J. Bruce Payne, J. Bruce Payne, Limited, Granby, Quebec; vice-presidents, Tobacco Manufacturers' Division—Jos. Picard, Rock City Tobacco Company, Quebec; Cigar Manufacturers' Division—Raoul Grotoe, L. O. Grothe, Limited, Montreal; Leaf Packers' and Brokers' Division—C. H. Sprieser, Montreal; Wholesalers' and Jobbers' Division—N. L. Greene, Regina, Sask.; secretary-treasurer, C. S. Richardson, "Canadian Cigar and Tobacco Journal."

Getting Acquainted

We are here to be of Service to you.
The reason why this Company has been such a success from the start is that manufacturers find it a decided advantage to purchase all their supplies in one place.
The lines we handle are the Standard Products of well known firms.
By combining our purchases we have created a tremendous "Buying Power".

"EVERYTHING IN ONE PLACE"

PRODUCTS:

Lithographed Labels	Bands	Cut-Outs
Printed Labels	Tin Cans	Protector Strips
Cedar Lining for Cans	Tin Foil	Cigar Pouches
Tissue Wrappers	Price Stickers	Class Marks
Cautions	Bunch Machines	Labelling Machines
Sprayers	Packing Devices	Molds
Perforating Machines	Cigar Box Lumber	Nails
Adhesives	Stock Labels	Cigar Box Machinery

A large line of Private Labels on hand ready for immediate delivery

American Box Supply Co.

383 Monroe Ave. Detroit, Michigan

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., *Philadelphia Distributors*

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

7¢
to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE
REGISTERED IN U.S. PATENT OFFICE
COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919

NINTH DISTRICT CONSOLIDATED

BY executive order issued on July 17, and effective August 1, the Ninth Internal Revenue District with headquarters at Lancaster, Pa., will be included in the First District, with headquarters at Philadelphia. The First District already included the Counties of Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, Philadelphia and Schuylkill, and was constituted in 1883.

Naturally, the announcement was a severe shock to the Lancasterians, as the Government deposits aggregated about twenty-three million dollars in the year just ended, and the collector and fifty deputies will be out, though it is possible that several of them will continue in the service.

The entire tax collection service is being reorganized by Commissioner Daniel C. Roper, on account of the vast increase in the work of the bureau. Ten collection districts are abolished and consolidated with other districts, to permit the formation of ten new districts in States which have not had separate districts.

Pennsylvania will have three revenue districts, No. 23, at Pittsburgh; No. 12, at Scranton, and No. 1, at Philadelphia.

CONNECTICUT GROWERS TO CONSOLIDATE

It is reported from Hartford, Conn., that five of the largest shadegrown tobacco producers of Connecticut will form a combination or merger involving an interest of about seven millions of dollars.

The firms mentioned as interested are Olds & Whipple, Steane & Hartman, the Griffin Tobacco Company, A. & S. Hartman and possibly L. B. Haas, and including subsidiary companies such as the Connecticut Sumatra Company.

The combined shadegrown area of the five abovementioned firms in 1918 was approximately 1500 acres.

In Connecticut the Enfield Tobacco Growers, Incorporated, voted at their annual meeting, not to sell their tobacco in the field, but to hold it until it has been assorted. Contracts have been signed by the association to pack 1800 acres of tobacco this fall.

Throughout the Connecticut Valley the tobacco crop is making very rapid growth, and its condition is ideal; harvesting of the first pruning of shade is in progress. Help is abundant in great contrast to the past two years.

The 1918 crop in warehouses has had the best possible weather for natural sweating and taking one consideration with another it has been a very "happy valley" so far as the tobacco growers are concerned.

CONFIDENCE

Constantly assert your intention to succeed. **O**stracise all thoughts of failure. **N**ever say "I can't," but always "I can, therefore I will." **F**ear will destroy every opportunity that may present itself. **I**f one will fulfill the object of his being he must be a full-fledged man. **D**o not give up your dream because you cannot see it coming true. **E**ven though it may not seem likely or possible, we tend to achieve what we persistently try to express. **N**o man who is down in the mouth can get on his feet by thinking, talking, walking and acting like a failure. **C**ling to your belief in yourself with all the strength you can muster. **E**at alive the details of your present job and the next step will unfold itself.—"United Shield."

Philadelphia Cigar at the World Championship Contest

While one of the largest crowds in the history of championship boxing matches was waiting in the great arena just outside of Toledo, to see whether the holder or challenger was the better man, a gigantic sign, 110 feet long, proclaimed Cressman's "Counsellor" cigar the World's Champion Smoke.

There was something of the championship class to the executive of Allen R. Cressman's Sons, who put the deal for the sign over. All of which goes to prove that those who believe the saying, "Slow as Philadelphia," deceive themselves and thus become easy victims of Philadelphia's shrewdness and business acumen.

L. Rozelaar has retired from the firm of Wagener & De Beer, tobacco brokers of Amsterdam, Holland. The business will be continued by Johannes De Beer and Caspar Wagener.

Instead of forming an association of their own, as had been proposed, several leading retail cigar dealers of Brooklyn have joined the Greater New York Cigar Retailers, Incorporated.

CHANCELLOR
The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

(*Continued from Page 10*)

the change back again. The penny candies are also of particular interest to the boys and girls who pass in and out of the building.

"During the Christmas season we play strong on one-pound, two-pound and five-pound boxes of fine candies. We have no difficulty whatever in selling Schrafft's boxed candy at $1.50 per pound. Numerous business concerns in the building give their employees boxes of sweetmeats at Christmas time. We begin taking orders for the boxed goods several weeks ahead of the holidays, and last year we accepted so many orders that we hardly had time enough to fill them.

"Little-priced specialties, such as chocolate bars, chewing gum, lime drops and so forth, sell actively during all seasons of the year. Note how we have those things conveniently displayed on the tops of the cases. As people stop in front of the stand to buy postage stamps, stationery, cigars, tobacco and cigarettes, they cannot help but notice the small packages of confectionery. It is the same with those jars of 'buds' on top of the cases. The sweets simply sell themselves by reason of the tempting display. I have heard it said that tobacco users do not have a taste for candy. That saying is a joke. Some of my best customers—men who buy as many as a dozen high-priced cigars here every day—also buy 'buds,' chocolate bars and other candies. I have in mind just now a certain business man who buys here about half-a-dollar's worth of 'mixed' candies every day. This gentleman is a heavy smoker, and I have seen him eating 'buds' and smoking a cigar simultaneously!

"We are also doing a big business in the way of box trade. At frequent intervals I personally call upon all business men in the building and ask for their orders of cigars by the box. In many instances I receive the orders through having called upon the customers at the 'psychological moment' when they were in need of cigars. Whenever I have the time to spare, I also visit business concerns who are located in neighboring buildings, and in this way I have built up a large and profitable box trade. While I am featuring Bayuk Brothers' cigars prominently, I also carry all of the other well-known brands of cigars, including my own private stock known as 'Pollow's Special.' I believe in the policy of giving the customer exactly what he wants, and I never try to sell a man something in place of the thing he has asked for.

"One of the great advantages of my business is in carrying goods in a very wide variety so that the prices will suit people in all walks of life. The gentleman who smokes nothing except high-priced cigars or cigarettes will find his favorites here. The man who cannot afford to smoke high-priced cigars or cigarettes will find that we carry a complete line of low-priced goods. The 'in-between' man may also deal here to his entire satisfaction. It is the same with our candy specialties. We have little-priced goods, medium-priced sweets, and the highest grade of confections selling at $1.50 per pound. We try to suit everyone, and I have reason for believing that we have been very successful in that respect.

"For the last two seasons, in addition to operating this shop, I also held the concession of the Casino Cigar Stand at Willow Grove Park, Pa. During the season I spend week-day mornings here, and the afternoons, evenings, Sundays and holidays at the Willow Grove stand. My assistant attends to business here during the afternoons when I am absent. One of my service features at the Casino Cigar Stand consists of checking umbrellas, suit cases and packages for patrons of the park, and this service seems to be greatly appreciated. I have learned by practical experience that it pays for a dealer to accommodate the public in every way possible. Service should be the keynote of every business."

PHILIPPINE EXPORTS GROW

Washington, D. C.

Totals of the business of the Philippine Islands during the fiscal year ended June 30 have just been received by the bureau of insular affairs of the War Department from the acting governor-general of the islands.

During the twelve months ended with last June the total imports of the islands were $107,774,262.50, and the total exports $118,155,744. Of these totals, $64,655,144 in imports and $79,028,733 in exports represent business transacted with the United States.

Among the more important articles of export, of course, were cigars, the total trade in which amounted to 397,715,765, valued at $8,601,889. A total of 276,289,377 cigars were exported to the United States, with a value of $6,757,451.50. C. L. I..

Rich, mellow Climax Plug has been the favorite chewing tobacco of Uncle Sam's defenders since the days of Gen. Washington's Colonials.

Climax, among fighting men, is the grand old veteran of every "scrap" and every clime

An international veteran of the World-War

P. Lorillard Co. Est. 1760

Notes and Comment

The Rosenfeld-Smith Company, of Portland, Ore., wholesale cigar and tobacco dealers, has increased its capital stock to $200,000.

The annual outing of the employes of the Tobacco Products Corporation will be held at Bear Mountain, N. Y., on August 23. The steamer "Highlander" will take on the passengers both at the Battery and 129th Street.

The man that can put out a fireproof shade cloth at a low price has big money coming to him. Fourteen acres of the cloth went up in smoke at Hazardville, Conn., on July 15, causing a loss of more than $5000, and other fires have occurred with considerable losses.

We are requested by the Council of National Defense, Washington, D. C., to announce that they have placed copies of "Readjustment and Reconstruction Activities in Foreign Countries" in the libraries of the various Chambers of Commerce and libraries generally in the United States.

The British Colonial Government is engaged in very extensive irrigation work in South Africa in the Rustenberg and Pretoria district. This district produces for export from three to six million pounds of tobacco a year, and it is expected that irrigation will increase this amount several times.

According to the "Allentown Democrat," the Tobacco Corporation of America, with cigar factories in Allentown, East Greenville, Spinnertown and Pennsburg, will institute a community co-operative arrangement with its employes, under which they will receive the prevailing rates of wages and a share of the profits in addition.

The North Carolina Pine Box and Shook Manufacturers' Association announces the establishment of the office of secretary of the association, Mr. J. C. Nellis, at 433 Calvert Building, Baltimore, in co-operation with the National Association of Box Manufacturers. Mr. Nellis will be glad to be of assistance to shippers in this region in connection with their various needs.

Block, Maloney & Company, New York, announce the sale of 100,000 shares (par value $10) of this new Virginia corporation, which has acquired the Sweets Company of America, Incorporated, and the Lance Cough Drop Company, Incorporated, both New York corporations, manufacturers of Tootsie Rolls and other popular priced confections. The authorized capitalization is $5,000,000, all common stock, 300,000 shares being now issued and 200,000 unissued.

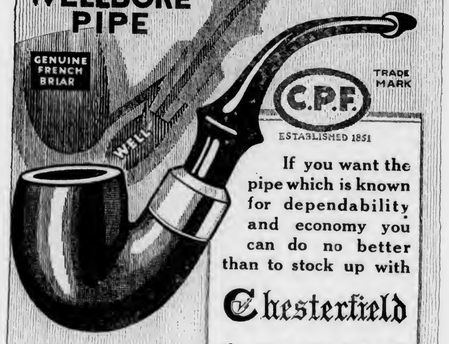
A new schedule of rates of freight on various commodities from North Atlantic ports to Liverpool, Manchester, Hull, Avonmouth, Bristol, Cardiff, Glasgow, Leith, Belfast and Dublin has just been announced by the United States Shipping Board through the Emergency Fleet Corporation. Under this new schedule the ocean shipping rate on tobacco (Kings Warehouse Delivery) is two dollars per hundred pounds. The rate on cigarettes is sixty-five cents per cubic foot.

TOPIC
HAVANA CIGARS
10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" seven cent cigar

Chesterfield
THE WELLBORE PIPE

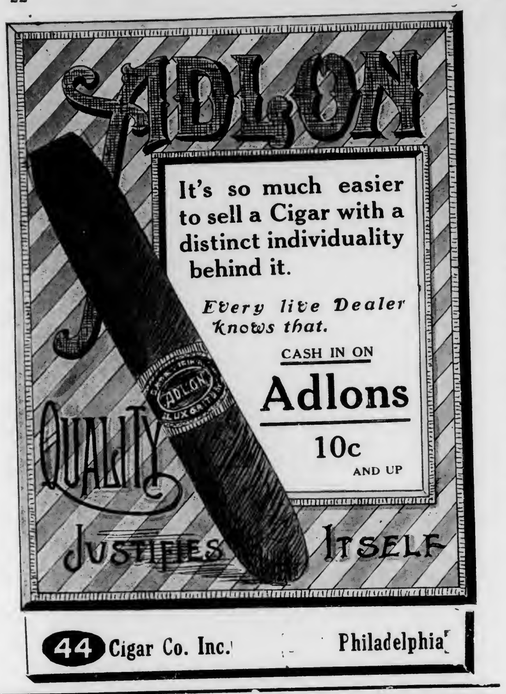


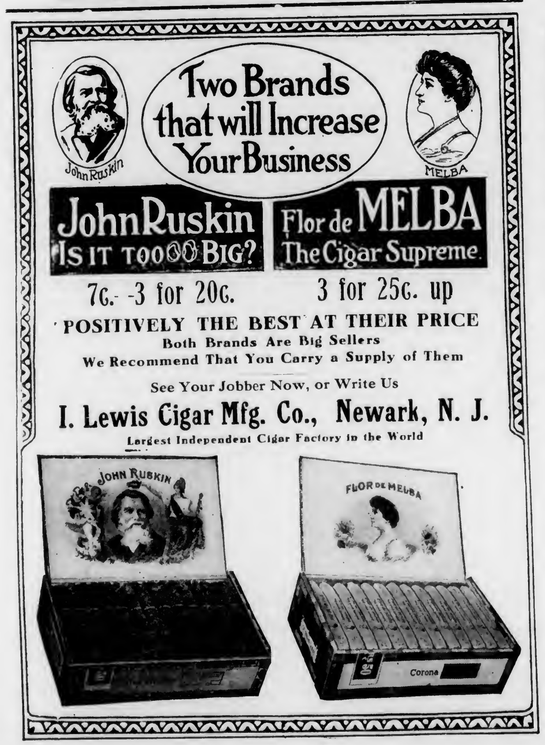
If you want the pipe which is known for dependability and economy you can do no better than to stock up with

Chesterfield

the pipe with the well—made well—and at a price to sell with profit to you.

KAUFMANN BROS. & BONDY
33 EAST 17th ST. NEW YORK




Two Brands that will Increase Your Business
John Ruskin
MELBA
John Ruskin
IS IT TOO BIG?
Flor de MELBA
The Cigar Supreme
7c. -3 for 20c.
3 for 25c. up
POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World
JOHN RUSKIN
FLOR DE MELBA
Corona

TOBACCO PRODUCTION IN ALGERIA

Viticulture is the dominant factor in Algerian agriculture and commerce, and although the colony is by no means a one-crop country, its economic prosperity is largely and intimately related to the quantity, quality, and marketableness of the wine crop. In view of the prohibition movement in the United States and other countries and the war-time restrictions on wine imports imposed by several countries, the agricultural interests have come to realize as never before the serious need of greater diversity of crops to insure the financial and industrial stability and well-being of the colony.

Among the crops susceptible of much wider cultivation is tobacco. The manufacture of tobacco is a leading industry in Algeria, and large quantities of American and other tobacco are imported annually for blending with the native product. The increased demands for tobacco for consumption by the allied armies have already caused a large extension of tobacco culture in Algeria, and as pointed out by Le Soir Colonial, this has constantly increased since 1915.

The pre-war production of Algeria was about 9000 metric tons, of which 3000 tons were consumed in the country. Of the remainder the French State monopoly took 3500 tons and 2500 tons were exported to Tunisia, Morocco, Indo-China Madagascar, and other countries.

In 1917 the production, according to official figures, attained 16,000 metric tons. The French State monopoly took half this crop, the quartermaster department 3000 tons, and 500 tons went to allied quartermaster departments. Exports during 1917, however, fell to 1500 tons, due to the limited means of transportation, and 3000 tons remained for consumption in the colony.

The yield of the tobacco crop in 1918 eclipsed greatly all previous production, amounting to 24 000 metric tons of leaf. About 60 per cent. of the crop, or 14,400 tons, was requisitioned by the Government, at prices varying from 100 to 190 francs per quintal, or $8.75 to $16.63 per 100 pounds. After deducting 3000 tons for local consumption there remain about 6600 tons of stock on hand in the colony.

On account of this surplus the producers are asking that restrictions on exportation be removed if the State monopoly be not in a position to absorb it.

DISTRIBUTORS FOR CONSOLIDATED

The Consolidated Cigar Corporation has arranged with Reeves, Parvin & Company, of Philadelphia, to be the distributors for the T. J. Dunn & Company, and A. S. Valentine Company branches in Philadelphia, vicinity, and certain parts of the territory in Pennsylvania, New Jersey, Delaware and Maryland.

The brands which Reeves, Parvin & Company will handle include: "New Bachelor," "Betsy Ross," "Judge Best," "Paul Jones," "Little Valentine Castellanes" and a few others.

Both of these branches have factories located in Philadelphia, where they formerly conducted their own jobbing department.

The entire distribution will in the future be conducted by Reeves, Parvin & Company, under the management of Is. Baum, widely known in the cigar industry.

A cable from Consul General Waller, Athens, Greece, under date of July 19, 1919, states that a Royal Decree of June 15-28, 1919, abolished the export tax on tobacco in force in Greece during 1917 and 1918. A refund of payments made on the tobacco export tax before the repeal, but landed in a foreign country after June 8, is secured by special provision.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

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IMPORTERS OF SUMATRA AND HAVANA
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Real Industrial Democracy

Written for the "Mining Congress Journal"
By JOHN T. BURNS

I DO not know John Leitch of Philadelphia. I never saw William DeMuth of New York City.

I assume that Mr. DeMuth is not the superintendent of a Sunday School, basing the assumption on the fact that Mr. DeMuth secures his income from the manufacture of "smokers' supplies."

The readers of the "Mining Congress Journal" will recall the recent editorial "Over the Table," and to those readers I wish to relate the story of John Leitch's idea and how it was worked out by William DeMuth, an employer of nine hundred men and women in the town of Richmond Hill. Mr. DeMuth had erected a great plant and established his trade-mark with a wide reaching trade. He was a busy man in business hours, but devoted his golfing time to a study of the economics of his trade. That led him to study his men and women employees.

In fifty years of business he had experienced little labor trouble, but he saw that the profits of the concern were not all that they should be, largely because of "leaks," or waste caused at times by idle machines, at others by lack of co-operation and always by wasted material through efforts of piece-workers to rush their work, to increase the day's earnings. Besides, the "rush work" resulted in lowering the quality of some products.

DeMuth heard of John Leitch, a "business engineer." Leitch outlined a plan of "democratization" for the factory. It was to be a Great Experiment. Leitch outlined his plan to the nine hundred employees. Leitch proposed that any saving in costs resulting from the adoption of his plan should be divided between employees and firm, division to be made every two weeks. DeMuth & Company were ready to try the experiment. The employees, timorously adopted the innovation and, creditably to themselves, went to work with a will to prove or disprove its practicability.

This was two years ago.

The first two weeks settled the permanency of the plan. The first dividend was six and one-half per cent. Since then it has been as high as seventeen and one-half per cent.

And for two years the plan has been known as "The DeMuth Industrial Democracy."

The "plan" includes the following political organization: A "Cabinet" composed of the executive officers of the company; a "Senate" composed of the foremen and superintendents of the factory; a "House of Representatives" elected by the employee body, on the basis of one representative to thirty employees.

The qualifications for membership in the "Lower House" are ability to speak and write in English, to have been on the pay roll of the company one year or longer, to be known as "square" in all matters, and of good repute.

The "Lower House" discusses, in weekly sessions, all of the week's developments. It takes on and works out the firm's troubles as it does those of the workers. Its "bills," if passed, go up to the Senate for ratification. From the Senate they go to the Cabinet and, if adopted, become working laws. The Cabinet has the power to veto. In two years there has never been occasion to veto, which speaks well for the judgment of the House of Representatives. The firm abides, as it agreed to do, by the actions of the body politic.

"Horse play," says some one. "Boys' work," says another. All right, opinions are easily given, sometimes unthoughtfully. But check on the *results*.

1. In two years, no strikes; not a machine idle an extra day without cause.
2. Complete accord between employer and employee.
3. Every employee sees to it that his fellow-worker does his utmost *all the time* because each man's dividend depends on his fellow-worker.
4. Hours of labor cut from fifty-three per week to forty-eight and output of factory maintained at original standard.
5. Quality of output improved.
6. Continued payment of dividends, thus increasing wages of employee and profits of firm.
7. Employees consider they work upon a permanent basis and assume responsibility for firm's property and business prosperity.
8. Employees profit from both saving in production and saving in overhead, as, for instance, the five hours per week of overhead expense saved by shortening working hours, is a large sum. This is a credit account continuously.
9. American-born employees take interest in educating other nationalities, as education tends to improve their work and add to dividends.
10. It is no longer the foreman who tells a man to "get busy on the job"; it is his fellow-workers who suffer by his failures. The man who "knocks off early" or is absent without cause has to explain—not to the firm but to the workers, who have to pay for his idleness.

This DeMuth plan of "Industrial Democracy" is already attracting attention among manufacturers, and many are visiting the big pipe plant to interview the firm and the workers.

Perhaps John Leitch and William DeMuth have already immortalized their names. It appears so to the writer.

To show how well the rule works both ways, a member of the House of Representatives says: "The reason I am for industrial democracy heart and soul is that I can always get a square deal. Every question has been settled fairly. Nobody goes around nursing a grievance any more. He tells it to his representative and it is looked after before it gets to be serious. Nobody ever 'lays down' on the job. It does not pay. The man who used to go around with a good idea for machinery improvement in his head now puts his labor-saving device to the test in the factory, and some of these devices are lowering costs, increasing production and adding to our dividends."

William DeMuth, the head of the concern, is filled with the enthusiasm naturally resulting from such success. He says that the plan can be made workable in any institution employing any number of men or women. He insists that the industrial democracy has

(*Continued on Page 26*)

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A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
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Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
ROSS-Gould Mailing Lists St. Louis

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration (see Note A),	$5.00
Search (see Note B),	1.00
Transfer,	2.00
Duplicate Certificate,	2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

I. J. PADEREWSKI (PREMIER OF POLAND):—41,217. For cigarette paper and tubes. July 8, 1919. Gluckman & Son, Inc., New York City.

THE MERCER SIX:—41,218. For cigars. July 3, 1919. Nadel Cigar Mfg. Co., Newark, N. J.

NEW RATE:—41,219. For all tobacco products. July 9, 1919. J. L. Greenberg, Chicago, Ill.

COLONEL HOUSE:—41,220. For all tobacco products. July 12, 1919. Moehle Litho. Co., Brooklyn, N. Y.

SAN DIEGO & ARIZONA:—41,221. For all tobacco products. July 14, 1919. A. Sensenbrenner & Sons, San Diego, Cal. Claims to have been in use for about fifteen years.

ELEUTHERIOS VENIZELOS:—41,225. For all tobacco products. July 15, 1919. Moehle Litho. Co., Brooklyn, N. Y.

THE PALMETTO BROWNIES:—41,226. For all tobacco products. July 15, 1919. Suarez-Capitano Cigar Co., Tarpon Springs, Fla.

DRY:—41,228. For all tobacco products. July 16, 1919. George Schlegel, New York City.

SUNSET LODGE:—41,229. For all tobacco products. July 16, 1919. American Cigar Co., New York City.

DOUGHNUT:—41,230. For all tobacco products. May 23, 1919. American Litho. Co., New York City.

LA OSTENTA:—41,231. For all tobacco products. May 24, 1919. Moehle Litho. Co., Brooklyn, N. Y.

LAMBS CLUB:—41,232. For cigars. June 6, 1919. Finck Cigar Factory, San Antonio, Tex.

RUSSIAN DELIGHT:—41,233. For cigarettes and tobacco. July 18, 1919. Majestic Tobacco Co., New York City.

A—UNION SEVEN:—41,235. For all tobacco products. July 18, 1919. F. X. Smith's Sons Co., McSherrystown, Pa.

TRANSFERS

LA FLOR FLORIDANA (U. S. Tobacco Journal). For cigars. Registered September 9, 1887, by Emilio Pons & Co., Tampa, Fla. Transferred to Jose E. Reyes, Tampa, Fla., June 2, 1919.

TRULIGUD:—39,088 (U. R. B.). For cigars. Registered March 16, 1915, and No. 39,155 (U. R. B.), for cigars, cigarettes, cheroots and tobacco. Registered April 20, 1915, by Samuel Saqui, New York City. Transferred to S. Loewenthal & Sons, New York City, about December 15, 1918.

SALINDA:—15,912 (Tob. World). For cigars, cigarettes, chewing and smoking tobacco. Registered August 11, 1908, and No. 73,429 (Patent Office), for cigars and cigarettes. Registered April 20, 1919, by Samuel Saqui Co., New York City. Transferred to S. Loewenthal & Sons, New York City, about December 15, 1918.

JENNY LIND:—9539 (Patent Office). For cigars. Registered June 12, 1901, and No. 9638 (Patent Office), for cigarettes. Registered October 11, 1902, by Samuel Saqui, New York City. Transferred to S. Loewenthal & Sons, New York City, about December 15, 1918.

LA MIRA:—2879 (Trade-Mark Record), February 3, 1887, and No. 2191 (Tobacco Leaf), January 13, 1887. For cigars. Registered by Austin Nichols & Co., New York City. Transferred to Haas Bros., Cincinnati, Ohio, July 15, 1919.

LA RALETTE:—13,462 (Tobacco World). For cigars. Registered October 19, 1901, by H. S. Souder. Transferred to Victor Levor, Attica, Ind., July 12, 1919.

GENTIANA:—25,097 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered November 7, 1912, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Castellanos & Hilbert Co., New York City, July 18, 1919.

MIRA:—4961 (U. S. T. J.). For cigars. Registered December 3, 1885, by Witsch & Schmitt, New York City. Transferred to Haas Brothers, Cincinnati, Ohio, by the American Litho. Co., New York City, successor of Witsch & Schmitt, July 15, 1919.

(*Continued from Page 25*)

in no way weakened the authority of the firm over its employees or business but, on the contrary, has strengthened the hold of the DeMuth Company on its workers, by sharing the responsibilities for perfect harmony and high quality of work.

"Even during the war, with the lure of 'war plant wages' before them," said Mr. DeMuth, "our employees saw to it that their fellow-workers remained at their places or brought in friends to fill vacancies."

In telling this story I am suggesting nothing. The economic situation is sufficiently uncertain to allow every employer and every laboring man to find a lesson in everything which works out satisfactorily. The DeMuth industrial democracy *has* worked out that way.

A closing thought: The man who has a good job, who is interested in making it a better job, who is contented and perhaps owns his own home, isn't apt to become a bolshevist and toss his substance to the birds.

The Governor of the Republic of Portugal has issued a decree declaring free of import duties the following articles: Wheat and all other flour cereals, in the grain or as flour; corn, under license from the Ministry of Supplies; and olive oil of an acidity of not less than 5 degrees.

Each package of imported cigarettes will be subject to payment in the custom house of 0.02 escudo and a tax of 0.10 escudo will be imposed upon each box of cigars having a value not exceeding 3 escudos and a tax of 0.20 escudo when valued at more than 3 escudos (escudo equals $0.70).

The Modern Merchant and Grocery World says: "The merchant who is being pushed for his own debts, but is too soft to push his debtors for theirs, is too weak to live. He should go out of business and become a mother's helper." But we have known a few wives and mothers who did not need a helper in getting all that was coming to them, and then some.

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
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BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
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IWATA COMPANY
Finest Japanese Metal Gold Leaf
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STERN PATENTED
CIGAR CONTAINER
A most attractive package for 5 cigars
Manufactured exclusively by
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Cigar Labels, Bands and Trimmings of Highest Quality
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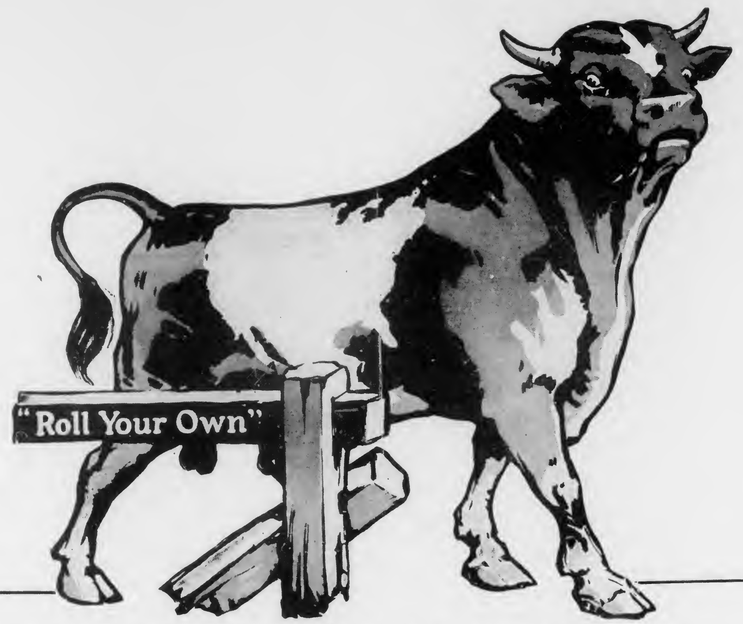
On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.
We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.
We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.
WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

IRREGULAR PAGINATION



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GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

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Guaranteed by The American Tobacco Co.

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VOLUME 39 NO. 16

The TOBACCO WORLD

AUGUST 15, 1919

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A cigar manufacturer is in the market for one or more cigar factories. Send full information regarding size of building, number of employes available, class of work being done, price paid and whether hand or mold, possibilities of increasing production. State whether factory is for sale or lease, and terms. If factory is fully equipped, general idea of equipment is desired.

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FOR SALE—A CIGAR FACTORY. Established 1874. The owner desires to quit business. This is a good business opportunity. For particulars address "B," 106 West State, Street, Media, Pa.

FOR SALE—OHIO SCRAP FILLER TOBACCO, made from good 1918 tobacco, price 14c. per pound; 1917 tobacco, 20c. per pound. Clean and dry, ready to work. Samples on request. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—JOB LOT OF 6000 POUNDS OF EHRHART'S SCRAP CHEWING TOBACCO, sweetened, 2¼ oz. per package. Samples on request. The Home Product Tobacco Co., Versailles, Ohio.

FOR SALE—TEN THOUSAND POUNDS OF FINE CIGAR CUTTINGS, and same amount of good resweat Gebhart strips, 1917 crop. Samples and price on request. The Home Product Tobacco Co., Versailles, Ohio.

FOR SALE—WE WILL HAVE ONE CARLOAD of cut stems for sale monthly. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

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The Tobacco World

Established 1881

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Volume 39

THE TOBACCO WORLD

Established 1881

Number 16

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, August 15, 1919 Foreign $3.50

Tampa Cigarmakers Are Still Out But Change In Situation May Occur In Near Future

Tampa, Fla., August 11, 1919.

FOLLOWING a meeting Saturday night, August 3, at which the cigarmakers voted to reject the compromise offer of the cigar manufacturers of a ten per cent. raise for mold workers and a fifteen per cent. raise for hand workers, more than 7000 cigarmakers left their benches Monday morning and threw out of work another 5000 dependientes, selectors, pickers, packers and other workers in the industry.

And for nearly two weeks both sides have maintained a solid front, except for a score or more "buckeyes," who have signed the agreement demanded by the strikers for a straight twenty-five per cent. raise, with binders for hand workers. The factories signing do not affect more than 300 men.

With unsettled conditions prevailing in the east and the strike here, cutting the cigar output, the demand for workers in Havana is soaring and local workers are rushing to the Cuban metropolis by every boat, reservations being at a premium several days in advance of each sailing.

Help is coming from other centers for the local strikers, though the International has not issued its order sanctioning the strike, Havana workers having replied to the appeal for aid with a promise of $5000 weekly, and the Jacksonville cigarmakers having announced they will send twenty-five per cent. of their salaries through the duration of the strike.

While the owners of several buckeye factories who signed have united in issuing a statement, stating that they feel the workers are entitled to all they are asking and that the industry was never in better shape to pay it than now, the larger manufacturers maintain that the full measure of the increase demanded would ruin the industry in Tampa, making it impossible for local factories to compete with those in other cities.

In a statement issued in affidavit form and printed in the "Tribune" of August 10, in a half-page advertisement by E. Regensburg & Son, the statement is made that the wages of the cigar workers have increased seventy per cent. since August, 1914, when 448 workers in the Regensburg factory earned an average of $12.92 weekly, while during the week ending August 2 this year, the average of the payroll was $22.04, with almost double the number of workers participating. The statement is signed by Mortimer Regensburg.

Cordial relations are maintained, however, between the leaders on both sides, on either hand it being admitted that the situation is critical for each, and there is still hope that a compromise may be effected within the near future. In fact it is freely stated in labor circles that had the manufacturers submitted a straight fifteen per cent. raise proposition instead of the ten for one part of the workers and fifteen for the other, it probably would have been accepted by the strikers.

G. F.

The more important Tampa manufacturers who maintain that the full twenty-five per cent. increase would ruin the industry in that city are undoubtedly in the right, for the reason that Tampa prices have reached a point higher than those of similar cigars produced in other parts of the country. To add an additional twenty-five per cent. to the present cost of production would move the prices up again, with a resulting decreased production.

Labor on every hand is demanding a reduction in the cost of living, and yet presenting demands for increased wages that must of necessity force up the cost of the articles produced or service rendered by them.

The cigar is consumed daily by at least 25,000,000 men in this country, and to further increase the retail price would mean a reduction in production that would be bound to reflect itself in cutting down the number of cigarmakers needed.

If the heads of the striking cigarmakers in different parts of the country would study the production figures of the cigar industry for the first five or six months of this year they would certainly be able to see the handwriting on the wall. Not only will higher prices curtail production but so will shorter hours. And shorter hours for labor means a demand that will be greater than the available supply. This is one answer to the high cost of living, for after all, supply and demand regulate prices. Labor has, and is, forcing and maintaining in part the very condition against which we are all struggling.

Manila Manufacturers Consider Advertising Campaign To Reach U. S. Consumer

Manila, P. I., July 7.

CONSIDERING the time ripe for a big advertising campaign addressed to the consumers in the United States the cigar manufacturers of Manila are urging the Philippine government to give them financial assistance, the plan being to devote some 300,000 pesos of the tobacco inspection fund for the purpose.

In replying to the manufacturers' proposal, the collector of internal revenue, Mr. Trinidad, asked several questions the replies to which the manufacturers are now considering and upon which will depend whether the campaign will be undertaken. The collector was particularly solicitous as to whether the Manila cigar factories could guarantee a high-grade product for export to the United States and give assurance that musty or worm-eaten cigars would not be sent. As a result of several shipments of poor cigars during the past year, he pointed out, the Philippine cigar market in America had been badly hurt. Another question which he put up to the manufacturers was the matter of a steady supply and an adequate organization for proper distribution. He urged the necessity, once a big demand is built up by a constructive advertising campaign to the consumers, of insuring a steady supply which will keep pace with increasing demands for Manila goods. This, he claimed, will mean that the manufacturers must co-operate in the matter of marketing and distributing their goods to dealers in the United States.

The manufacturers are heartily in favor of the advertising proposition and it is believed that they will be able to give satisfactory replies to the collector respecting the quality of their goods and the chances for keeping pace with demand at the same time maintaining a high standard. In a letter boosting the advertising plan, the manufacturers called attention to the following:

"The increase in the exportation of Manila cigars to the United States during the years 1917 and 1918 was almost entirely due to war conditions.

"High costs of materials entering into the manufacture of cigars together with the shortage of labor created through the mobilization of the army, were responsible for the withdrawal of domestic cigars selling at five cents and less, each. The low prices at which the cheaper grades of Manila cigars were sold, offered an excellent opportunity for dealers to replace the cheap domestics with Manilas, with the result that the demand for cheap Manila cigars during 1917 and 1918 far exceeded the supply.

"The demobilization of the army is returning to the cigar manufacturers in the States employees in sufficient numbers to overcome the shortage of labor. Tobacco that sold at forty-two cents per pound is now being offered at sixteen cents or less. With the return to normal conditions of these two important factors in the manufacture of cigars, it will be but a short time when the domestic five-cent and cheaper grades of domestic cigars will again be offered in the American market.

(Manila manufacturers are evidently not thoroughly informed as to conditions in the United States as the present tendency is toward a still higher price level.—ED.)

"Manufacturers will commence advertising their products to the consumers on a large scale and unless prompt action is taken to inaugurate a national advertising campaign direct to the consumer and firmly establish Manila cigars on the American market, the exportation of Manila cigars will receive a setback that will not only be a serious loss to the industry, but will reduce the income of the insular government through loss of internal revenue taxes. Labor will also be affected as the States at present consume over fifty per cent. of the total production of Philippine cigars, and there is no market to which the islands can turn for the absorption of any decrease in exportation to the United States.

"Although Philippine cigars have been exported to America for nine years, they have not been firmly established in the trade, and still remain in the class of cigars purchased only because of their cheapness, notwithstanding the fact that from point of quality, Philippine cigars are better than domestic cigars selling at higher prices. This lack of stability is due *entirely* to the fact that no advertising directed to the consumer has been undertaken."

The manufacturers state that no one manufacturer of Manila cigars is able to conduct the extensive advertising campaign which is necessary and consequently the suggestion is made that the advertising be co-operative, using the funds which have accumulated through the collection of inspection fees. All cigar factories would consequently derive equal benefit.

Manila cigars formed 3.78 per cent. of the total number of cigars consumed in the United States in 1918, the export in round numbers being 200,000,000 cigars. From this the insular government derived 2,001,204 pesos. The manufacturers feel certain that after proper advertising the exports to the United States can be increased to 400,000,000 cigars a year, thus doubling the revenue of the government from this source.

With regard to trade-journal advertising, the manufacturers state:

"Trade-journal advertising is most effective when used in conjunction with a consumer advertising campaign. It differs from the consumer advertising in that while in the latter emphasis is put on the uses and quality of the merchandise advertised, in the former emphasis is put on the profit to the dealer, the amount of consumer advertising that is being done to help the dealer move the goods and the general merchandising policies of the advertiser. If a consumer advertising campaign is started, the logical use of advertising in

(Continued on Page 21)

Waitt & Bond Factories Will Remove to Newark

WAITT & BOND, INCORPORATED, of Boston, manufacturers of "Blackstone" and "Totem" cigars, after nearly fifty years of experience with the Cigarmakers' Union, have abandoned the union label and announce the removal of their factories to Newark.

While the step is due directly to the present walkout of the cigarmakers, it has been recognized as inevitable for a long time. The company has been extremely reluctant to leave its home, where for the past six years it has operated what has become known as "the world's finest cigar factory," but it has been forced to realize at last the utter futility of trying to continue to deal with the irresponsible radical element in control of the Boston Cigarmakers' Union.

The new Waitt & Bond factories, two in number, are thoroughly modern and already equipped with batteries of the wonderful new mechanical cigarmaking equipment that has already began to revolutionize the industry. Production of "Blackstones" and "Totems" on a large scale under the new conditions is already under way. The new factories are under the same control and management that have built the business up to national dimensions.

A distribution center will be maintained in Boston for the New England trade.

Bill ot Require Licenses For All Engaged in Business

Washington, D. C.

MANUFACTURERS, jobbers and wholesalers of, and retail dealers in, tobacco, together with every other person in the United States engaging or intending to engage in business, will be required to secure from the collector of internal revenue of the district in which they are located a permit or license to do business, if Congress adopts the bill which has just been introduced by Representative Siegel of New York.

The measure also provides that any person engaged in business, to whom a license or permit has been issued, who shall "expose or offer for sale or cause to be exposed or offered for sale to the public any article of goods, wares or merchandise without having plainly stamped or printed thereon or attached thereto a card showing the true, actual cost price thereof" shall be guilty of profiteering.

Engaging in business without a license and profiteering will be punishable by a fine of not more than $5000, imprisonment for not exceeding two years, or both. In addition, the Commissioner of Internal Revenue will be given the authority to revoke the permits or licenses of parties guilty of profiteering, and the same are not to be reissued to them for a period of at least one year.

The term "engaged in business" is construed in the bill to include all persons who manufacture or purchase from others goods, wares and merchandise for the purpose of offering them for sale. The expression "true, actual cost price" is held not to include any drayage, freight or carriage charges paid by the purchaser, or any discounts allowed on bills paid before maturity.

C. L. L.

Bill Introduced to Finance Tobacco and Other Staples

Washington, D. C.

The House of Representatives has adopted what is known as the Platt bill, to assist in the financing of tobacco and other staples. The need for this legislation arises partly from certain interpretations of the law by the Comptroller of the Currency with relation to customs prevailing in southern banks of giving credit to cotton and tobacco buyers, the credit or notes secured by shipping documents, warehouse receipts, etc. Drafts and bills of exchange secured by shipping documents have not been regarded as coming within the restriction, amended by this bill, that not more than ten per cent. of the capital and surplus of any national banking association may be loaned to anyone person, firm or corporation, but Representative Platt felt that it is necessary to make sure that they shall not be regarded as subject to this restriction, provided that the goods are in process of shipment and not being held for speculation.

The financing of various staples at primary markets has been done very largely through sight drafts, secured by bills of lading or other shipping documents. Obviously, it was held out, if a cast-iron limit of ten per cent. of capital and surplus is applied to transactions of this kind the marketing of these staples will be very seriously hampered.

For staples financed by notes secured by warehouse receipts or by shipping documents, the loaning powers of the banks have been broadened by the bill to twenty-five per sent. of capital and surplus for a period of not more than six months in any consecutive twelve months.

C. L. L.

Plans For Pushing Pipes

By Clarence T. Hubbard

TWO things have been directly accountable for the large increase in the sale of pipes—the rise in the cost of cigars and the response prompted by the national advertising of pipe manufacturing concerns. Many a man formerly in the habit of buying cigars by the handfull now purchases his "smoke joy" by the canfull and enjoys it via the pipe. The young man, unable to afford cigars, has also turned to the pipe as a means of getting his usual share of smoke fun without increasing the drawing power on his pocketbook. Soldiers back from overseas are proving good pipe buyers, some of whom never before smoked at all.

One tobacconist alive to the situation appealed to the returned soldier through the medium of a clever window display that was fashioned on the idea of increasing the sale of pipes. In the window appeared several war trophies—helmets, gas masks, shell fragments, pictures and the like, including a package of cigarettes very popular with the boys during the war period. At the rear of his window a large placard was noticeable bearing an assortment of pipes and an array of tobacco cans. On the sign these words appeared:

S. O. S.
SOLDIERS OR SAILORS

We know the war wasn't any "pipe." Furthermore a "pipe" either. So we suggest that you "pipe these pipes" and then "pipe" one to make up lost time.

A pipe dealer in an inland town recently helped along his pipe sales by a most simple window exhibit. He made a border of vacation booklets about the sides of his window. In the center he placed a suitcase, opened wide. Inside were contents that one would generally find in a suitcase packed for the shore—bathing suits; camera; white shoes; fishing rods; collars, shirts and ties; field glasses; towels and a large can of tobacco and a pipe in one corner. Extending from the pipe and tobacco was a small card reading:

A pipe and some tobacco take up but little room —yet last longer than anything else!

There are so many odd pipes about—foreign ones and homemade pipes—that the pipe dealer can from time to time devote an entire window to the product with good results. In fact, a very novel display could be effected with the following lay-out. In the center of the window should appear a small table on which an array of foreign pipes should be placed. There should be the long-stemmed clay pipe representing England; the corncob representing America; the clay pipe for Ireland; the long curved Swiss pipe; the hinged-cover Italian pipe; the peculiar bamboo Chinese pipe; the thin French briar pipe and any others the dealer can procure. A sign hanging in front of the table should be neatly lettered with the following text and preceded by an old Indian Peace Pipe (or a drawing of one):

PIPES OF PEACE

The Indians signified their Peace with a Pipe Offering. But the Indian didn't have to pass his pipe across the ocean. If the countries of today offered a Peace Smoke a good many curious looking pipes would be passed about. Here are a few. We think after looking them over you would prefer one of our easier-to-handle and nicer-to-smoke domestic pipes. Come in and get one and have a Peace Smoke with yourself.

Asked how he accounted for his best pipe sales, a druggist in Connecticut who maintains a very large tobacco department, replied: "By keeping my pipes handy. I sell quite a number of pipes during the course of a year or to be more exact I should say that my pipes sell themselves very well during the year. You see, I never talk 'pipes' to any customer. I don't try to sell them. If I asked every man favoring my cigar counter as to whether he would like a nice pipe or not, I am afraid I would drive away more trade than I would gain. I reserve my salesmanship until the customer inquires or asks about a pipe. Then I do my best to tactfully sell him. For this reason I think it well to pay careful attention to the arrangement of pipe stock. If your stock on hand of pipes can get a man interested—get him inquiring—then you have a pretty good chance of making a sale. To gain these ends I keep my pipes handy. I don't put them all in one place. Inside my counter I have two different spots where I keep a case of pipes. In this way the customer's eye sees the product more than once. Then on top of the counter I put a box from time to time in which I place an odd assortment of pipes. They sell quickly, especially if they are cheap. Many a man has come in to buy cigars and while waiting for his change or for his turn picked up a pipe or two and after fingering a few specimens made a purchase. Once I devoted a window display to my pipes instead of boxed cigars. I kept track of my sales and they increased for the week, which I believe was due to that display."

The exhibit referred to was along this druggist's "handy" idea. He fixed up his right-hand front store window with pipes of all types—meerschaums, briar, clay, corncob, imported and domestic pipes. However, he didn't stop at the mere assortment. Attached to each one was a printed card of information. On the card would appear the name of the pipe, its range of price and other detailed information. For example, attached to a meerschaum this card would be found:

(Continued on Page 22)

W. C. T. U. Leading Anti-Tobacco Campaign

THE Association Opposed to National Prohibition has recently issued a statement which points to the Woman's Christian Temperance Union as the leading spirit in the anti-tobacco propaganda which has been making its appearance in all parts of the country.

The day following this disclosure the headquarters of the W. C. T. U. at Evanston, Ill., issued a statement admitting that they were and had been carrying on a campaign against tobacco.

Now that the leadership in the movement has been discovered, the time is at hand for the tobacco industry to take steps to check the anti-tobacco propaganda. This can be accomplished best by securing the co-operation of all branches of the trade in a national organization with branch organizations in every state and large city.

The nucleus for such an association is at hand. We refer to The Tobacco Merchants' Association. No time should elapse in starting a movement to increase the scope of every branch of the organization and at the same time to build up the membership.

There are at least one thousand cigar manufacturers financially and otherwise desirable as members. At least five thousand jobbers can be found to join the membership. In the retail field there are fifty thousand retailers who should be brought into the fold as members of the retail branch of the association or affiliated organizations.

Such facts as have thus far been uncovered regarding the anti-tobacco campaign are set forth in a statement issued by the Association Opposed to National Prohibition, with headquarters at 19 West Forty-fourth Street, New York, and which was read into the "Congressional Record" in the House by Representative Haskell of New York. In this statement the results of the investigations of the association are summarized as follows:

"1. There is, indeed, a concerted plan of action, based upon a mutual pledge of membership, to have anti-tobacco laws enacted in every state in the Union and, possibly, by Congress, in submitting a constitutional amendment before March 20, 1924, when the Woman's Christian Temperance Union will celebrate its fiftieth anniversary.

"2. The leadership in this anti-tobacco crusade has been assumed by the Woman's Christian Temperance Union, called 'mother' by the Anti-Saloon League and other prohibition organizations, all of which were co-operative allies in the nation-wide prohibition campaign.

"3. The Woman's Christian Temperance Union began a drive last March for $1,000,000, and has announced that $300,000 of this sum will be expended on its work of 'child welfare,' 'health and morality' and 'education and information,' and it is under these headings that the anti-tobacco campaign will be financed, instead of appealing direct for money to prohibit the use of tobacco.

"4. In the guise of 'child welfare' and 'morality and health' the activities of the Woman's Christian Temperance Union have been carried into the public schools and recitation books have been furnished to children which flagrantly violate the sanctity of home and filial devotion by portraying a father who uses tobacco as filthy and unfit for childish caresses.

"5. Protests on the part of parents have caused such interfering between father and child to be stopped in certain schools, and the Association Opposed to National Prohibition will carry the attack further.

"6. A bill has been introduced in the Georgia Legislature to prohibit the use of tobacco in any form whatever, and measures have been introduced in the legislatures of other southern and western states to put a ban upon cigarettes.

"7. Certain officers of the Anti-Saloon League have denied any participation by that organization in the anti-tobacco crusade, knowing it would hurt the chances of prohibition as now enacted and hanging under a cloud of public revulsion, but others have bluntly admitted that 'nicotine will be next.' The Anti-Saloon League cannot stay out without a breach with its ally, the W. C. T. U. The W. C. T. U. has been a faithful co-worker with the Anti-Saloon League for years. Now the league must either support or repudiate this anti-tobacco campaign by the W. C. T. U. The Anti-Saloon League must 'fish or cut bait.'"

The anti-tobacco propaganda of the W. C. T. U. was first brought to the attention of the Association Opposed to National Prohibition in a statement by Dr. P. Charles Green, of 2660 North Sixteenth Street, Philadelphia. Dr. Green's son, Charles A. Green, an eighth grade student at the M. Hall Stanton public school, brought home for study "Book No. 7, Woman's Christian Temperance Union."

After perusing this book, Dr. Green wrote to the association as follows:

"I desire to call your attention to the efforts of the Woman's Christian Temperance Union to use the public schools to exploit an unliterary, unfair, unethical propaganda ostensibly directed against alcohol and tobacco. This movement strikes at the very root of American life and is national in its scope. Before turning the light of publicity upon what I have discovered I believe it is vitally important that the pernicious activity of this organization be investigated, and the data I have secured furnish a strong foundation on which to start. The method of approach in this city is to secure the co-operation of a friendly principal. Our local Board of Education is in no sense a party to the scheme."

Dr. Green's son had been instructed to learn one of the selections contained in "Book 7" in preparation for an elocution contest with seven other pupils of his grade. One of the selections, entitled "Not Fit To Be Kissed," told in verse the troubles of a child who couldn't kiss her father because he smelled of tobacco.

Dr. Green made a number of protests to the Philadelphia Board of Education, with the result that he finally received a letter from Associated Superintendent McDowell informing him that he had taken action against the "Medal Contest Reciter No. 7."

The Association Opposed to National Prohibition carried its investigation from Philadelphia to Evanston, Ill., a suburb of Chicago, where is located "Rest

Cottage,'' the national headquarters of the W. C. T. U., the former home of Frances E. Willard, founder of the organization, and now the home of Anna Adams Gordon, the present president.

In the statement issued yesterday the association says of Rest Cottage:

"This headquarters is a thriving center of anti-tobacco propaganda. Thousands of pieces of literature are put out daily. In one room alone is stored thousands upon thousands of copies of the pamphlet entitled 'Nicotine Next,' by Frederick William Roman, Ph. D., Professor of Economics at Syracuse University. The head of this institution, by the way, is Chancellor Day, a bosom friend of John D. Rockefeller and John D. Rockefeller, Jr., who are among the largest contributors to the support of the Anti-Saloon League.

"But the storeroom of 'Nicotine Next' is as carefully guarded by the seneschals of the W. C. T. U. at Evanston as a safe deposit vault. No one but an intimate insider is permitted to know that the W. C. T. U. plans shortly to flood the country with the pamphlets. The reason for all this secrecy about the pamphlets of Professor Roman, who is sometimes referred to as the 'male member' of the W. C. T. U., is that the propagandists at Evanston fear extensive publicity of their anti-tobacco program at this time may interfere with the cause of national prohibition and the bill to enforce it now pending in Congress.

"But the organization freely admits to its friends that its definite and specific plans call for the total abolition of tobacco by the year 1924, when the Woman's Christian Temperance Union will celebrate its semi-centennial.''

The statement also said that the investigation at Evanston had revealed:

"That a systematic campaign is now under way for absolute prohibition of tobacco in any and all forms by state and national enactments;

"That their state superintendents have been asked to appoint anti-narcotic superintendents in each county and district wherever the Temperance Union is organized;

"That the co-operation and support of the Anti-Saloon League and all other allied organizations is expected in this anti-tobacco campaign;

"That the drive for $1,000,000 by the W. C. T. U., begun last March, was largely for the purpose of financing the anti-tobacco crusade and the 'world-wide' prohibition movement; and

"That, while tobacco is not mentioned anywhere in the budget, money to combat tobacco will be spent under the headings of 'health and morals,' 'education,' etc.''

The association quotes from a pamphlet of instructions issued to state superintendents of the organizations as follows:

"Make this a year of pitiless publicity on the harmfulness of tobacco by the distribution of anti-tobacco literature, by writing polite letters to the public through the newspapers and by the use of posters and stickers.

"Strive to place upon the statute books of your state an excellent tobacco law with 'sharp teeth' in it, like the one now in effect in the State of Kansas, and thus protect society through saving its youth.

"Distribute freely your state tobacco law, and see that it is enforced (until such time as a better one can be secured). Ask the judges of the circuit courts to charge the juries on the tobacco law. Local superintendents should then carry the law, printed in bold type, to each dealer in tobacco.

"Cigarette advertising has largely taken the place of liquor and dope ads, and the wily manufacturers are reaping the benefit. Cut out these ads and send with a protest to one, or all, of the three following: To the editor of the periodical, to the cigarette advertiser or to the firm advertising on the reverse side of the page.

"Protest against sending tobacco to soldiers. Enlist every member of our organization, together with every other person possible, to discourage this practice. Make this a special work this year. Public sentiment has been worked to the limit by papers open to cigarette advertising or fund raising propaganda. It is time that people awaken to the real facts in this craze of sending cigarettes to soldiers. Distribute the leaflet 'Patriots, Attention!'

"Protest to hotel and restaurant keepers who allow smoking in their dining rooms.

"Pray for tact, courtesy, faith and persistency.

"State superintendents should urge that all counties or districts appoint anti-narcotic superintendents, and should compile their reports and forward to national superintendent.

"This plan of work will be furnished free to state superintendents for distribution to county and local superintendents.''

Local Strikers Losing Strength

During the past two weeks there has been some improvement in local conditions with the cigar manufacturers. Most of the large factories are working with a good percentage of their hands at their benches. More would doubtless return if they did not fear the agitators and radicals.

Indications point toward a breaking of the strike in Philadelphia, due to the fact that the strike is apparently not the wish of the majority of workers. In many of the factories the girls were outspoken in the desire to remain at work and stating that as far as they were concerned they were satisfied.

It will be encouraging news to other cities where the cigar manufacturers are facing similar conditions, to learn that the radical element is a decided minority in Philadelphia and that the better class of workers are returning to their work, while many others who are not working express a decided lack of sympathy with the strikers. These facts justify a belief that the time is not far distant when local factories will be working at very nearly their full capacity.

Export Cigarette Business

Washington, D. C.

THE war has just about made the American export cigarette business. An increase of 600 per cent. in exports during the past five years is reported by the Department of Commerce, and for the first time American cigarette manufacturers have been able to break into the European market. In fact they have not only broken into the market, but they have made France and England two large consumers of American cigarettes.

Exports of cigarettes during the twelve months ended with June, 1914, the last pre-war, normal year, totaled 2,546,330,000, with a value of $4,775,038, and was considered something of a record-breaking year. During the twelve months ended with June, 1919, however, the exports totaled 13,621,190,000, valued at $27,064,784, without a doubt the greatest year the export cigarette business ever had. During the month of June, alone, we exported 1,570,856,000 cigarettes, or considerably more than half of the 1914 total.

The following table has been prepared by the Washington Bureau of the TOBACCO WORLD that readers of this paper may secure a comprehensive idea of just what has happened abroad, as evinced in our increased cigarette sales:

	1914	1919
France,		1,291,561,000
United Kingdom,		948,830,000
Panama,		84,090,000
China,	1,093,893,000	7,571,773,000
Straits Settlements,		1,242,948,000
Siam,		252,006,000
British East Indies,	1,079,123,000	
Other countries,	373,314,000	2,229,982,000
		C. L. L.

WILL MOVE TOBACCO

Washington, August 14.

Railroad administration officials today told tobacco growers that the new crop would be moved promptly. Protests that tobacco shipments recently have been delayed were met with the explanation that interruption of traffic due to the strike of shop men, which caused equipment to deteriorate, had caused a slow-up in the movement of everything except foodstuffs.

As the pressure is being relieved, it is believed normal conditions will be restored soon.

TOBACCO WAREHOUSE AT BRISTOL, TENN.

In May, the Bristol, Tenn.-Va., Chamber of Commerce conducted a campaign for the organization and construction of a tobacco warehouse. The money was raised in two days and the brick warehouse, 100 x 200 feet, erected in the record time of 360 working hours. Many years ago, Bristol was quite a tobacco center. There were several tobacco warehouses as well as tobacco factories. For some reason, however, a number of years ago the farmers discontinued raising tobacco and Bristol accordingly offered no market. At present they grow a large quantity of White Burley tobacco in that section.

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

ADVERTISING!
WHAT IT DOES

Advertising:
Discounts
Compels
and Anticipates
Advertising:
Creates
Strengthens
and Developes
Advertising:
Insures
Saves and
Makes Permanent

Utilize this power in building your own business. Advertise now. Take advantage of the great market which exists to-day at your door

U. S. DEPARTMENT OF LABOR
W. B. WILSON, Secretary
ROGER W. BABSON, Director General, Information and Education Service

Foreign Connections for Manufacturers and Exporters

Trading Company Winroth, Hiljding & Co., Stockholm, Sweden.

Financially and Commercially capable agents to take care of Manufacturers and Exporters' business in Scandinavia and Russia are looking for First Class Agencies.

Postal Address: Jacobsbergsgatan 17.
Cables: Winding, Stockholm.
Reference: Swedish Chamber of Commerce, New York City.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

For Gentlemen of Good Taste

San Felice

7c Cigars

The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
DEPT. A

TOBACCO IN THE NETHERLANDS

In a very interesting article on the Netherlands in "Commerce Reports," Consul Frank W. Mahin says in part concerning tobacco:

"The most important warehousing article of Dutch commerce is tobacco, Amsterdam being recognized as the world's principal market for the staple. The amounts annually realized in pre-war times from the leading grades of tobacco imported chiefly from the Dutch islands of Java and Sumatra and from British Borneo, and minor quantities from Brazil, Cuba and Santo Domingo, varied usually between $40,000,000 and $50,000,000. Transactions since 1913 have fallen far behind that sum, and 1918 was the most unsatisfactory year of all. The total arrivals from the Dutch East Indies and British Borneo in 1917 amounted to about 179,000 bales (the bale averaging 171 pounds), whereas during 1918 only one shipment arrived, consisting of 1994 bales of Sumatra and 1557 bales of Java tobacco.

In order to supervise all tobacco sales and deliveries and to regulate prices, the Ryksbureau voor Tabak (Government Tobacco Bureau) was established February 14, 1918, at The Hague. This bureau also took more than 4100 bales of Sumatra and Java tobacco of the 1916 crop, which was bought in 1917 by American buyers in Amsterdam, awaiting shipment to the United States on the steamers "Maasdyk" and "Poeldyk." These steamers, however, were detained at the Rotterdam port for many months, and the owners of the shipment finally decided to resell the tobacco to the Dutch brokers. The price of $3.42 per half kilo (1.1 pounds) was agreed upon, which netted them an exceptionally good profit.

"All this tobacco, including some of the stock left over from the previous year, was offered at the usual sales, known in Amsterdam as inscriptions, of which seven in all were held during the year. At the first and second sales, held by the importers February 22 and July 10, 1918, 19,986 bales of Java, 2726 bales of Sumatra, and 3000 bales of Domingo tobacco were disposed of. The lowest and highest prices per half kilo obtained for these three grades at the first inscription were $0.71, $0.81, and $1.10, and $2.34, $1.91 and $1.27, respectively, and at the second inscription (Java and Sumatra tobacco only), $1.10 and $1.42, and $3.24 and $2.81, respectively. At the other sales, held by the General Tobacco Syndicate of Amsterdam on March 26, April 5, and April 19 and 20, 1918, respectively, 24,218 bales of Sumatra, Java, and other kinds (including 12,000 bales of Domingo tobacco) were offered. The syndicate sold this tobacco, which constituted the rest of about 70,000 kilos purchased by it in 1917, to the manufacturers and dealers at cost price plus usual expenses. The price per half kilo for fillers was fixed at 72 Dutch cents ($0.29) and for binders at 102 Dutch cents ($0.41). The last two sales were conducted by the Ryksbureau voor Tabak on June 27 and September 10, 1918, at which 3427 bales of the 4100 bales rebought from the American owners were offered. The average price received was $4.52 per half kilo.

Copy good things from your competitors if you can't get them any other way. People don't bother over who invented a good thing.—"Modern Merchant and Grocery World."

LEAF TOBACCO HELD JULY 1

A preliminary report of the United States Bureau of the Census gives the quantity of leaf tobacco held by manufacturers and dealers in the United States on July 1, 1919, as 1,400,963,823 pounds, as compared with 1,386,049,368 pounds on the corresponding date of 1918, and 1,627,233,876 pounds on April 1, 1919. The amount on hand July 1, 1919, includes 940,836,910 pounds for which marked weight (i. e., weight at the time of baling) was reported, and 460,126,913 pounds for which the actual weight was reported. Allowance should be made for shrinkage on the amount reported as "marked weight" in order to determine the actual weight. The total for July 1, 1919, includes 1,235,062,195 pounds of unstemmed and 165,901,628 pounds of stemmed leaf tobacco.

These statistics represent (1) the quantity of leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; (2) all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

A CIGAR BANDING AND PACKING MACHINE

The present labor conditions which have forced cigar manufacturers to immediate consideration of mechanical facilitating devices for the production of cigars, brings to light a cigar-packing machine which can be attached to a banding machine. One girl can operate the machine and band and pack 25,000 cigars a day in one operation. Experienced help not necessary. The selecting of the cigars is all that is required.

Cigar manufacturers can witness a demonstration of this machine at the offices of Wm. Steiner, Sons & Company, New York. Manufacturers may bring their cigars loose and empty boxes, and can have same banded and packed by the machine.

In Ohio about one-third of the Miami Valley crop has been marketed at from 10 to 17 cents. In Preble County about 2,000,000 pounds are being held collectively for 25 cents. The market deadlock continues. Reports of the new crop are encouraging for the early setting, but not good for the later plantings, as there is doubt of the crop maturing before frost. The situation in Ohio cannot be considered at the present time as otherwise than gloomy and uncertain.

Schwartz & Son, of Newark, N. J., wholesale dealers in confectionery and cigars have acquired by purchase, the business of D. Osborn & Company, wholesale cigar dealers. The Osborn house has been in business in Newark for nearly one hundred years. It is probable that a cigarette and tobacco department will be added by Schwartz & Son.

GET smokers started buying Camels by the carton and they'll continue buying that way! It's such a convenient habit to keep a good supply around home or the office, or for travelling.

And, you know that's a mighty good way to sell Camels—that carton way! When you put Camel cartons across the counter *you are putting across sales in bunches!* It means quick turnovers! And, that's what makes heavy scoring on your profit sheet!

R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

LEAF MARKET JOTTINGS

THE Lancaster County tobacco crop is generally in fine condition, but there are many backward fields that will make an uneven crop. Plants are setting very shallow in the soil which would prove disastrous in a long drought, but more frequent cultivation is likely to remedy this defect.

No business is being done or has been for several weeks by the packers, except for export trade, on account of the strikes.

A Strasburg farmer has invented a trap for the moth which produces the horn worm. The trap is somewhat like the familiar conical fly trap, and was met by the farmers with skepticism and scorn, but this year there are hundreds in use and, if they succeed, there will be thousands next year, and the worm pest will be conquered in time.

* * *

In the Connecticut Valley harvesting is proceeding rapidly among the larger syndicates in the shade-grown tobacco district. Buyers have been looking over the crops and pronounce them the finest grown in years, but no sales have been reported. The probability is that there will be a disposition on the part of the growers to hold the product until they can dispose of it to the best advantage and, like last year, there will be thousands of cases not sold at the time of harvest.

Buyers are talking of 40 cents, and a grower is said to have received 63 cents in the field. A Hartford paper says there are from 2000 to 3000 cases of the old crop in the hands of the associations. If the buyers will offer what the growers consider a fair price, the associations will have little to do. Prices last year ranged from 35 to 50 cents, and from the present outlook, will not vary much this year.

In the broad leaf section farmers have completed topping and await a bumper crop. Rain and sunshine in proper proportions have made growing conditions excellent.

* * *

Present conditions in Wisconsin are very favorable for a large crop. Timely rains ended a drouth which threatened to do considerable damage, and the reported condition is practically on an average with the 1918 report. As the acreage is somewhat less this is a very favorable state of affairs. Up to the 12th of August no damage had been reported in any section from hail or grasshoppers; worms are doing some damage in old fields, but plantings on new fields are practically free from the pest. Buying is active in the clean-up of the 1918 crop and prices have advanced, but very slightly. The northern districts have the best promise for a big harvest.

INTEREST centers in the Southern crops. At Winston-Salem, N. C., the market will open on Tuesday, August 26th, according to present intentions, opening with double sales followed by triple sales October 1st or sooner. It is thought that the crop will not be as heavy as the last one, probably a reduction from fifty millions to forty millions.

Since opening sales in South Carolina and Georgia, which began in the middle of July, twelve days of heavy rains over a large section of these States, Virginia and North Carolina, did considerable damage in the lowlands. In some sections a large part of the crop was wilted and abandoned.

Prices on the common grades at opening sales were lower than last year, but finer and brighter grades brought about the same prices, a considerable advance in all grades, with a strong demand for cigarette tobaccos has followed.

Eastern Carolina markets will open on August 19th and the Old Belt about September 1st. There has been a general improvement since the rains in the Old Belt crop.

Dibrell Brothers, Incorporated, of Danville, say that there will be a strong and active demand for all grades, but probably a low level of prices on common and medium tobaccos, which were abnormally high last year, when the difference between prices of common and fine tobaccos was much smaller than usual.

Official Louisville quotations for the 1918 crop, highest for dark red are: Trash (green or mixed), $14; sound, $16; common lugs, $18; medium, $20; good, $22; common leaf, $18 and $20; good leaf, $25; fine and selections, $35. Bright red quotations are the same, except common leaf, $24 and $26; medium leaf, $28; good leaf, $30, and fine, $40.

Old Burley common leaf is quoted at $25 and $32; medium leaf, $38; good leaf, $44; fine, $50 and $60.

New dark crop common leaf is quoted at $14 and $18; medium at $20, and good leaf at $22.

Maryland tobacco prices are firm, especially for all grades suitable for cigarettes, with 41 cents the top price for fancy hogsheads.

Kentucky advices from the Burley district are gloomy; Augusta talks of the crop being poor and uneven and of worms and grasshoppers. Carlisle, that dry weather has made the outlook for the tobacco crop very gloomy, and it is making very little showing even in the best land.

* * *

For the benefit of their employees in the pursuit of happiness, as stated by President Edward Wise, the United Cigar Stores, except those at summer resorts, will close on Sundays. While this may cause some inconvenience at the outset, to their customers, it is anticipated that they will adjust themselves to the situation and stock up on Saturdays.

"Universal" Success, Comfort and Retirement

MORE than a thousand progressive cigar manufacturers are achieving life's highest rewards the "Universal" way.

More than a thousand up-to-date cigar factories are operating from one to four hundred "Universals".

The Universal
Tobacco Stripping and Booking Machine

is a profit-maker for any factory employing five or more cigar makers. Ask to see one demonstrated in your own factory and on your own stock.

Catalogue and Price List on Request

Saves stock—a large part of the scrap lost by hand-stripping is saved by machine-stripping.

Saves wages—one Universal does the work of up to three hand-strippers.

Increases production—the smooth stock ready "for work", and without tears or curled tips, means 35 to 50 extra cigars a day per man.

Makes contented employees—hand-strippers or even inexperienced hands will become skilled operators—cigar makers produce more, earn more.

Universal Tobacco Machine Company
79 Fifth Avenue, New York
Factory, 98-104 Murray Street, Newark, N. J.

TRADE NOTES AND NOTICES

The Warren County Loose Leaf Tobacco Warehouse Company, of Kentucky, has had its charter amended, permitting an increase of capital stock from $25,000 to $50,000.

The Jefferson Leaf Tobacco Company, of Sparta, Wis., will establish a tobacco warehouse at Black River Falls, with sorting and stemming operations to employ about 300 people.

The R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., has sold fifteen million dollars in three-year notes, bearing six per cent. interest, to a group of New York and local bankers. The company has no bonded debt outstanding.

The Roco Sales Company has been incorporated in New York with a capital of $25,000 to handle tobacco accessories. The incorporators are G. B. Rosenheim, A. H. Gano and H. L. Rogers. Offices are at 100 Fifth Avenue, New York City.

The Testa Cigar Company, of San Francisco, Cal., have opened a factory at Napa to manufacture stogies. The new factory is in a building 50 x 160, and as Napa is filled with people of the Italian race it is intended to school them in the cigarmaking business.

The Schulte Company has leased the Hotel Wallick, at Broadway and Forty-third Street, for twenty-one years. The hotel is eight stories high and fronts eighty-five feet on Forty-third Street and ninety-one feet on Broadway. The first floor will be divided into stores.

The Swedish Chamber of Commerce of the United States of America has inquiries from forty-six Sweden firms that desire to purchase various lines of American goods or make connections with American houses. Details can be had by addressing the chamber at the Produce Exchange Building, New York City.

An exchange states that in consequence of the inroads of the boll wevil in the cotton crops in South Georgia, the farmers have been planting tobacco and warehouses have been built at Fitzgerald, Douglas and Ashburn. It is predicted that South Georgia will become an important factor in tobacco growing.

An American consul reports that the Philippine tobacco crop for 1919 has suffered greatly from the drought, and as a result, the production is expected to be from forty to fifty per cent. smaller than last year. Although this is expected to cause a considerable rise in price, it is thought that the cigar and cigarette manufacturers, who supply the American trade, will bid sharply to obtain their supply.

The Esor Leaf Tobacco Company has been organized at Peoria, Ill., with a capital stock of $12,000.

The Jones-McIntosh Tobacco Company, of Ogdensburg, N. Y., has increased its capital stock from $50,000 to $100,000.

Canadian advices report a good tobacco crop in Ontario, which will be above the average if present favorable conditions continue.

The Universal Cigar Company has been incorporated at Reading, Pa., with a capital of $5000 by Israel Liever, Max Hassell and John Estreicher.

The Tri-State Cigar Manufacturing Company, of Dayton, Ohio, has changed its name to the Staple Cigar Company, and increased its capital stock to $25,000.

A Seattle item states a shortage of Copenhagen snuff, which goes to Alaska in quantities during the summer months. Most of us had almost forgotten that there is any snuff.

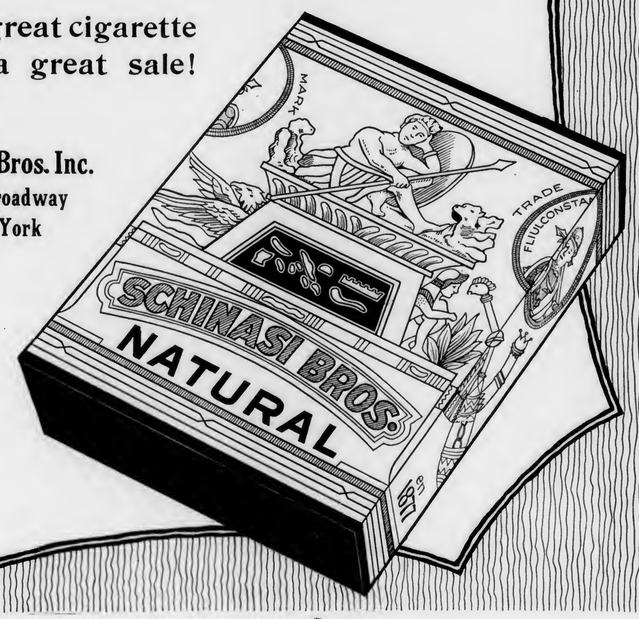
J. Aron & Company, Incorporated, 95-97 Wall Street, New York City, coffee merchants, will enter the leaf tobacco export business, with Wm. A. Healy, tobacco merchant for the past fourteen years, as manager.

An order for five million cigars for export to Japan has been received by C. N. Foreman & Company, of Red Lion, Pa. In the year ending July 18, 1919, the Foreman firm manufactured fourteen million cigars.

The Greater New York Cigar Dealers, Incorporated, has been incorporated with a capital of $50,000, with temporary offices at 334 Fifth Avenue. The object is the purchasing of merchandise by retailers through a central office.

The United Cigar Stores Company has leased a quadrangular piece of ground on the Parkway, just west of Fifteenth Street Station, Philadelphia. The Parkway frontage is seventeen feet, with a depth of thirty feet on one side and a width of ten feet in the rear. A handsome and artistic granite building, approved by the Art Jury, will be erected on the site.

The United States Civil Service Commission announces a competitive examination on August 20th for assistants in tobacco investigation in the Bureau of Plant Industry, Department of Agriculture. As their duties will include experiments in methods of tobacco breeding, culture, fertilizer tests and crop rotation, the appointees must have had expert training in tobacco work.

SCHINASI BROS
NATURAL
CIGARETTES
WISE men who prefer Turkish Cigarettes vote Schinasi Bros. Naturals the coolest and most refreshing smoke on the market.
It's a matter of selecting and blending the genuine Turkish leaf only.
It's a great cigarette with a great sale!
Schinasi Bros. Inc.
1790 Broadway
New York


Two National Favorites:

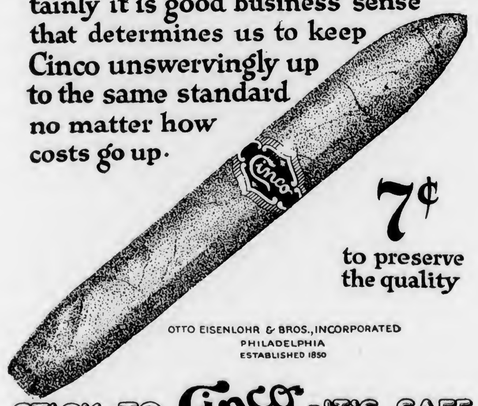
WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., Philadelphia Distributors

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.



7¢
to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE
COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919 REGISTERED IN U.S. PATENT OFFICE

SIXTY-FIVE IMITATIONS

The Harkert Cigar Company, of Davenport, Iowa, many years ago adopted a distinctive and arbitrary method of printing the word "Davenport" as a trade-mark for the cigar which achieved a favorable reputation and a wide sale. Several months ago a number of manufacturers and jobbers began to imitate the trade-mark, in some instances putting out an inferior grade and in a lower government classification.

In June the attorney for the Harkert Cigar Company ascertained that there were at least sixty-five imitators or simulators of the "Davenport" label. Immediate action was taken and about fifty of them discontinued their illegal acts, in many cases being innocent of intentional wrong doing.

Against others, whose acts were flagrantly and manifestly piratical, the Harkert Company have instituted proceedings before the Federal Trade Commission and in State and Federal courts for injunctions, damages and an accounting, for infringement of the Harkert Company's trade rights in "Davenport" title.

LEAF EXPORTS GROW

Washington, D. C.

IMPORTS of leaf tobacco during the fiscal year ended with last June were a third greater than those of the fiscal year 1914, the last pre-war year, according to a report just secured by the Washington Bureau of the TOBACCO WORLD from the Department of Commerce. A total of 8,007,722 pounds of leaf suitable for cigar wrappers was imported during the twelve-month period, against 6,092,787 pounds in 1914, while other leaf imported totaled 71,626,621 pounds, against 54,014,725 pounds in 1914.

The war caused great changes in the sources of our supply of tobacco leaf. The Dutch East Indies sprung into prominence as a source of wrapper leaf, while of all the countries that formerly furnished us with other leaf, only Cuba today appears in the list. The following table, contrasting the imports of the twelve months ended with June, 1919, and those of the corresponding period of 1913-1914, shows in detail how greatly the business has been changed, as well as the increases that have taken place in values:

	1914	1919
Wrapper leaf.	Pounds.	Pounds.
Netherlands,	5,846,504	486
Canada,	24,372	320,421
Cuba,	155,139	44,254
Dutch East Indies,		7,553,460
Other countries,	66,772	89,281
Other leaf.		
Germany,	453,273	
European Turkey,	8,502,742	
Canada,	81,888	
Cuba,	26,617,545	20,356,332
Asiatic Turkey,	15,616,543	
Greece,		19,639,777
United Kingdom,		72,816
Mexico,		2,592
Dominican Republic,		16,008,083
Other countries,	2,742,734	15,547,021
		C. L. L.

"JENNY LIND," A CLEAR HAVANA

THE title and property rights of the "Jenny Lind" cigar have been acquired by Heredia y Ca., 113 Maiden Lane, New York, and is now being manufactured by them as a strictly Cuban hand-made long Havana filler cigar.

This brand has been on the market for more than thirty years and was formerly a seed and Havana brand. Under the new owners the cigar has been made a clear Havana and the band has been somewhat changed.

All the cigars are made of the finest imported Cuban tobaccos from the best districts of Cuba by skilled Cuban workmen.

It will be of considerable interest to the trade to learn that all "Jenny Lind" cigars are made under the personal supervision of Evariste Rodriguez, for many years superintendent of the "Punch" factory in Havana.

Jobbers and dealers who have a clear Havana trade that appreciates the finest of workmanship and quality in a cigar will be interested in seeing and smoking the "Jenny Lind."

THE "ST. SWITHIN" CIGAR

The Schoolmaster in his department in "Printers' Ink," states that while in a cigar store during the recent rainy season he overheard a remark which may be of interest to some cigar manufacturer.

"'No, thanks!' said the shorter of the two men. 'Not a cigarette. I'll try a mild cigar today. This is cigar weather.'

"The Schoolmaster has no prejudices. He smokes all forms of the weed, including the kind you stuff in a jimmy pipe, but he admits that during the worst of the series of rainy days his cigarettes were hard to light and much too moist for comfort. The cigar he tried, after hearing the above comment, was, on the other hand, just moist enough.

"Every year after July 15, the date when his bones were moved from a certain English graveyard in the storied past, that well-known saint whose last name is Swithin gets a great deal of advertising. This year, in particular, he hit the first page of newspapers every day a week at a stretch. Why not the St. Swithin cigar—'Never too dry for a good smoke,' or 'Just the right amount of moisture.' Retailers could be instructed to feature these cigars on a rainy day or in a spell of damp weather. Many possible window displays suggest themselves, and many a new cigar-smoker might be developed during the days when St. Swithin shows his displeasure by sending days of rain."

(*Continued from Page 8*)

the trade journals would be to tell the dealers about the advantage which will be secured by the consumer campaign."

The point which is made by the Philippine manufacturers is that while they recognize that they must first obtain their hold on the American market by offering high quality cigars at a low price, ultimately through proper advertising they will be able to interest the American smokers in better grade Manila cigars which cost more than the average grades which are now exported to the United States. The result of the advertising propaganda proposals is awaited with the keenest interest by the Manila factory owners who realize that the future prosperity of the industry in a great measure depends on the advertising policy which is to be pursued.

TOPIC
HAVANA CIGARS
10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" seven ce it cigar

Here's Good Advice from Uncle Sam

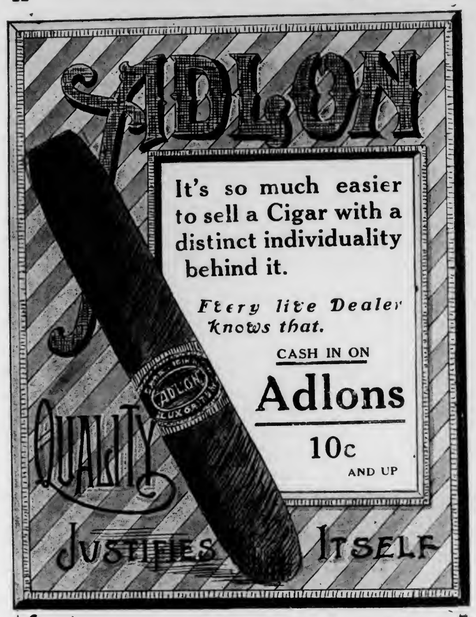
"The Big Ten-Cent Tin" leads you to big ten-cent sales. Put them next to that Big Ten-Cent Tin filled with the finest, sweetest Kentucky Burley ever put in a pipe.

They will thank you a thousand times and bring a dime with every thank you.

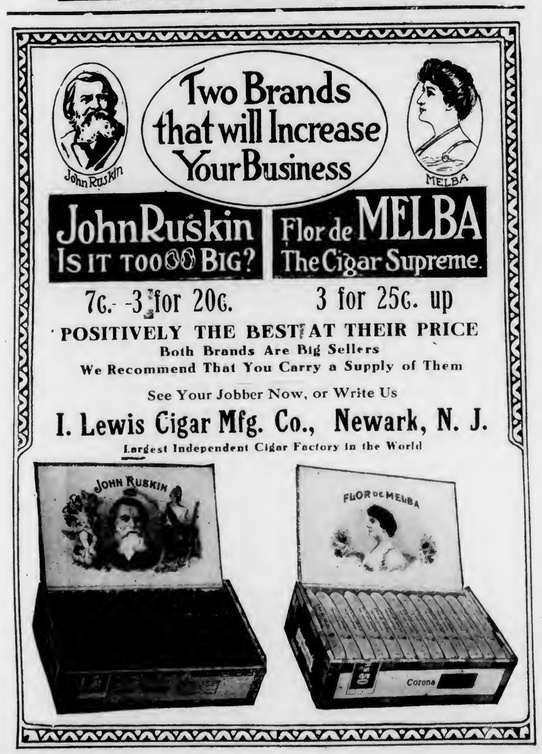
For Pipe or Cigarette

UNION LEADER
REDI-CUT
P. Lorillard Company Established 1760

Advertise in "The Tobacco World"---It Pays!



44 Cigar Co. Inc. Philadelphia


Two Brands that will Increase Your Business
John Ruskin
MELBA
John Ruskin Is IT TOO BIG?
Flor de MELBA The Cigar Supreme.
7c. -3 for 20c.
3 for 25c. up
POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World
JOHN RUSKIN
FLOR DE MELBA
Corona

(*Continued from Page 10*)

This is a Meerschaum Pipe. Meerschaums run from $3 to $15—a good one can be purchased for about $8. They color nice if not touched with the fingers during the process or they can be colored with oil. A rather heavy pipe, but good for a change off. Make nice gifts."

In this way he made it "handy" for a customer to ask for a certain type of pipe. The man green on tobacco things, or even a lady could enter and directly ask for what he or she wished and not appear "green." And despite the diplomacy of a salesman most customers prefer to buy prepared. The average person fears embarrassment in asking for articles he is unfamiliar with. This accounts for the success of advertising. Incidently it proves that to keep pipes handy is a paying proposition.

LEAF EXPORTS GROW

Washington, D. C.

AN increase of $175,000,000 has been made in the past five years in our exports of leaf tobacco, according to figures just secured from the Department of Commerce. While our foreign business, as yet, is nowhere near back to normal, yet a comparison of the figures of before and after the war develop some very interesting facts. Our exports of leaf tobacco during the fiscal year ended with last June totaled 625,304,513 pounds, valued at $189,896,797. During the fiscal year ended with June, 1914, the last pre-war year, our exports of unmanufactured tobacco totaled 449,749,982 pounds, valued at $53,963,670.

Not only have our exports to old markets increased tremendously, but we have developed a number of new markets during the war. The following table, so arranged as to permit of easy comparison between the shipments of 1914 and 1919 to each market, shows in detail the radical changes that have occurred in the last five years:

	1914 Pounds.	1919 Pounds.
Belgium,	11,677,604	13,615,413
France,	54,915,178	97,088,976
Germany,	32,057,051	
Italy,	45,190,995	61,082,204
Netherlands,	28,233,746	14,101,512
Spain,	16,822,696	25,510,069
United Kingdom,	174,779,326	276,853,745
Other Europe,	16,818,164	
Canada,	17,688,562	23,282,916
South America,	3,974,447	
China,	11,445,697	14,699,427
Japan,	3,696,273	4,922,996
Australia,	13,186,680	17,793,685
Asia and Oceania,	1,723,497	
British Africa,	6,600,312	10,422,711
Other Africa,	6,613,811	
Denmark,		9,369,448
Norway,		9,428,000
Portugal,		4,374,050
Sweden,		5,827,280
Switzerland,		8,610,878
Mexico,		1,612,715
Argentina,		5,724,633
Hongkong,		4,857,811
French Africa,		7,492,134
Other countries,	4,325,943	8,593,910

C. L. L.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

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LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
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JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

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THE YORK TOBACCO CO.
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QUALITY HAVANA
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The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Tobacco's Claim Established

ONE of the latest and most interesting additions to the library of the Tobacco Merchants' Association of the United States is a contribution from the War Department, entitled, "America's Munitions, 1917-1918," being the report of Benedict Crowell, Assistant Secretary of War, Director of Munitions.

It is a profusely illustrated book of several hundred pages, devoted to an official description of America's munitions for the Great World War, and covers the entire field of supplies for the fighting men, both at work and at play.

However, as Secretary Dushkind, of the Tobacco Merchants' Association, states, the trade will be particularly interested in reading the official interpretation of tobacco's position in the soldier's life, which is given below verbatim:

> "The Subsistence Division not only looked after the working fighter but the playing fighter as well. The American soldier is fond of candy, tobacco and chewing gum. The supply of these commodities brought much pleasure to the troops. Long lines of men waiting for free candy and tobacco in France, men who just came from the front, formed one of the interesting sights of the war. Tobacco has established its claim to a recognized place in the soldier's life. Probably ninety-five per cent. of the soldiers of the American Expeditionary Forces used it in one form or another.
>
> "In May, 1918, it was decided to adopt the practice of the Allies, namely, to allow each soldier a certain amount of tobacco per day. This unusual innovation was the official recognition of tobacco as a necessity for men in service. To men enduring physical hardships, obliged to live without the comforts and often even the necessities of life in times of battle, tobacco fills a need nothing else can satisfy. The daily ration of four-tenths of an ounce was given to every man overseas who desired it. The soldier had the choice of cigarettes, smoking tobacco, or chewing tobacco. If he chose smoking tobacco, he received cigarette papers with it. In addition the men could buy at any Army or other canteen the most popular brands of cigars and cigarettes in unlimited quantities.
>
> "The Subsistence Division purchased for overseas shipment a monthly average of 20,000,000 cigars and 425,000,000 cigarettes. Abundant supplies of tobacco were on hand in the commissaries overseas, and the soldier could buy it at actual cost. There was no profit or tax added on any tobacco shipped to France, and it was sold at retail to the troops at a cost lower than the price paid by the biggest wholesalers in the United States. The plan for the purchase of cigars and cigarettes was to divide the contracts among the most popular brands in the same proportions as the latter are sold in this country."

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

THE PASSING OF OSCAR HAMMERSTEIN

IN the passing away of Oscar Hammerstein, the trade has lost one of its most interesting personalities.

As a youth of sixteen, he landed in New York practically penniless and began his life in the new world as a cigarmaker in a Pearl Street shop. Although best known as one of the world's greatest impresarios of opera, the cigar industry was destined to be an important factor in his life, for he developed an inventive turn of mind, and the fortune that subsequently enabled him to give the people of two nations grand opera was in reality founded on the money made from inventions of machinery used in the manufacture of cigars.

Even to his dying day, he maintained a workshop across the hall from his office at 210 West Forty-second Street, New York, where he would retire in the intervals of his theatrical affairs and strive to perfect his various cigarmaking inventions.

Nor did his connection with the trade end here, for to quote Secretary Dushkind, of the Tobacco Merchants' Association of the United States, the registration of trade-marks for cigars was almost a hobby with him. Though it is not definitely known what use was made of these registrations when granted, it is interesting to note some of the titles applied for. Thus we find among the list "El Paradiso," "Shadow Lawn," "American Colors," "Prince of Peace," "America First," "Teddies," "Sammies," "Cigar D'Elite" and "Ovation."

Even here the indefatigable spirit which pervaded his entire life and could not brook failure was ever uppermost, and many were the passages of arms between Mr. Hammerstein and Mr. Dushkind over the reasons which precluded the registration of some of the titles he applied for, for his was one of those seemingly charmed lives in which the most insignificant episode reflected some ray of unusual interest, and the file of correspondence in his own handwriting relating to this subject certainly is piquant of his entire character.

Thus in commenting upon one title, he concludes with the statement, "I pray that the settlement of this intricate affair will aid in the settlement of peace in Europe."

And again we find among Mr. Hammerstein's most recent applications to the Tobacco Merchants' Association for a cigar trade-mark the title "Smiles."

Consul General Frederick W. Goding in a report from Guayaguil, Ecuador, says that there is a good market in Ecuador for imported and locally made matches. One match factory is in operation at Quito, which some years ago absorbed the factory at Guayaquil. The Fabrica Nacional de Fosforos (National Match Factory) manufactures not only matches, but cigars, cigarettes and brooms, as well; about 200 persons are employed at a daily wage of 48.6 cents, United States currency. The matches made in this factory are better adapted to the humid climate of the country than those imported. American manufacturers of matches who desire to enter the Ecuadorian market should prepare their goods so that they will not become useless from humidity. As this objection has been overcome by the local manufacturer, there should be no difficulty in making matches in the United States which will successfully meet competition.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

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are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by-mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing **Lists** St. Louis

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LANG'S ROGER C:—41,248. For cigars. July 25, 1919. Roger C. Lang, Greensboro, N. C.

CONNECTICUT SUMATRA STYLE WRAPPERS:—41,249. For leaf tobacco. July 25, 1919. Mehl Leaf Tobacco Co., Peoria, Ill.

TAMPA PRODUCTS:—41,250. For all tobacco products. July 23, 1919. Lasteco Cigar Co., Quincy, Fla.

FELICE CONSTANTINO:—41,251. For cigars. July 28, 1919. Felice Constantino, San Francisco, Cal.

LADY HAMILTON:—41,252. For cigarettes only. May 28, 1919. F. & E. Soter Co., New York City.

ADMIRAL TEGETHOFF:—41,253. For all tobacco products. July 29, 1919. F. A. de Pilis, New York City.

GREAT EMPRESS:—41,254. For all tobacco products. July 29, 1919. F. A. de Pilis, New York City.

RED ARROW DIVISION:—41,256. For cigars, cigarettes, smoking and chewing tobacco. July 30, 1919. George L. Schulz, Saginaw, W. S., Mich.

SUN GROWN:—41,257. For all tobacco products. July 31, 1919. American Litho. Co., New York City.

TURKISH DELIGHT:—41,258. For cigarettes and tobacco. July 29, 1919. Majestic Tobacco Co., New York City.

CITY PIER:—41,260. For cigars. July 24, 1919. The City Cigar Co. (Louis Schniderman, Prop.), Baltimore, Md.

FLOR DE RAMOS y OTERO:—41,261. For all tobacco products. August 4, 1919. Steffens, Jones & Co., New York City.

MATOAKA:—41,262. For all tobacco products. May 15, 1919. F. A. de Pilis, New York City and Mattoax, Va.

JANICE:—41,263. For cigars and cigarettes. August 4, 1919. Frank Teller & Co., Philadelphia, Pa. This title was originally registered for cigars only, by Frank Teller & Co., May 1, 1900.

RUDYARD KIPLING:—41,264. For cigars. August 6, 1919. La Kurba Cigar Co., Chicago, Ill. Trade-mark claimed to have been in actual continuous use for a number of years, when it was first adopted by S. G. Conditi New York City, from whom title was derived by registrant through several transfers.

CHARLES RAY:—41,266. For all tobacco products. August 8, 1919. Adolph Frankau & Co., New York City.

TRANSFERS

ALLIED MASTERS:—40,956 (T. M. A.). For all tobacco products. Registered February 3, 1919, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transferred to Tonic Cigar Co., Milwaukee, Wis., July 21, 1919.

LA FLOR DE A. M. LEON:—41,245 (T. M. A.). For all tobacco products. Registered July 22, 1919, by Pasbach-Voice Litho. Co., New York City. Transferred to A. M. Leon & Co., New York City, July 28, 1919.

GARCIA FRERES:—39,131 (U. R. B.). For cigars. Registered March 31, 1915, by M. Sackheim, New York City. Transferred to N. R. Goldgraben Cigar Co., New York City. Re-transferred to Freeman & Shaknowitz, New York City, July 30, 1919.

DE PALMA:—24,961 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered September 21, 1912, by Braun Brothers, Chicago, Ill. Transferred to Morris Ochakoff, Chicago, Ill., May 1, 1919.

LA SOTERA:—33,473 (U. S. T. J.). For Porto Rico cigars. Registered by E. G. Perez & Co., New York City. By various transfers was acquired by E. C. McCullough & Co., New York City. Re-transferred to Castellanos & Hilbert, Inc., New York City, July 28, 1919.

CORRECTED PUBLICATION

CITY PIER:—41,260. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. July 24, 1919. The City Cigar Co. (Louis Schniderman, Prop.), Baltimore, Md.

CIGAR BOX LUMBER MAY ADVANCE

Cigar box lumber is not only firm, but from reports received from concerns in that business there are indications which point to an advance in the near future.

Labor conditions exert a considerable influence, and the fact that conditions in Southern lumber camps are unsettled and that colored labor unions being organized in those sections offer evidence of what may be expected.

In addition to the above situation the exceptional rainy season throughout the South has seriously hampered the lumber industry and this very greatly affects the securing of a sufficient supply of logs under favorable conditions or at a seasonable time of the year. Rainfall, as every lumberman knows, is a decided disadvantage in getting out satisfactory stock.

Transportation difficulties also cut a figure, and the present congestion of traffic, due to moving exceptional crops throughout the country, adds to the disadvantages under which lumbermen are now working.

And the above facts do not take into consideration the constantly increasing cost of materials and supplies that enter into the producing and manufacturing of lumber.

"Buy now, but buy wisely," would seem to be a good motto for the cigar box manufacturer just at this time.

THE NEW MINISTER

Cactus Cal—"Thet there new minister of our'n ain't no tenderfoot. See, he's usin' his left hand ter shake hands with th' members of his congregation."

Englishman—"What does that action signify?"

Cactus Cal—"It don't signify nothin', stranger, but it leaves his gun hand free."—"Hillsboro Gazette."

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

LITHOGRAPHER'S SUPPLIES

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

STERN PATENTED
CIGAR CONTAINER
A most attractive package for 5 cigars
Manufactured exclusively by
Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality
SELLING AGENTS
ADOLPH FRANKAU & CO., Inc.
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E. C. McCullough & Co., Inc. - - Manila, P. I.
B. B. B. Co. (Canada) Ltd. - - - Montreal
J. W. Streider Co. - - - - Boston, Mass.

BUY NOW
BUT BUY
WISELY

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 50 Union Square

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CIGAR LABELS AND BANDS
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CLARENDON ROAD & EAST 37TH ST.
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CHICAGO, ILL.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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GEO. SCHLEGEL
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MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
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A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

WHITE OWL ▾ Invincible Shape 8c

OWL ▾ Square-end 7c

Branded for your protection

The words that Colorado swapped with Michigan

I CAN'T escape you, Michigan", said Colorado to Michigan, the other day. "Why, one of the biggest things in my life is that automobile you built for me. And almost every time I sit or sleep, your furniture whispers in my ear 'Made in Michigan.' As a token of my heavy obligation, have this OWL Cigar."

"As for that," said Michigan as he lit up, "I never got so much enjoyment from my car as last summer while touring through your wonderful country and stopping at your fine resorts. You will manufacture more and more as years go by, but I hope you'll never let success in that field make you forget the natural beauties of your state."

❦ ❦ ❦

Up North, down South, out West and over East, the states turn more and more to OWL and WHITE OWL Cigars. The downright (or is it upright?) *dependability* of these cigars is what has built them up and makes them grow so fast. Find out for yourself how always-good they are.

DEALERS:

If your distributor does not sell these dependable cigars, write us. GENERAL CIGAR CO., INC., 119 West 40th Street, New York City

TWO DEPENDABLE CIGARS

OWL 7¢ white OWL 8¢

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The TOBACCO WORLD

SEPTEMBER 1, 1919

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OF THE FAMOUS

Deli My, Deli Ba My and L P C Plantations

Contain some of the finest parcels imported in recent years at a very reasonable cost per thousand cigars

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THE NEW
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MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
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ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
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Our Motto: "QUALITY"
Office and Salesroom, 801-803 THIRD AVE.
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Advertise in "The Tobacco World"--It Pays!

You'll learn to love
Life
Cigarettes
Chocolate-Seasoned Burley Blend that's DISTINCTIVELY MILD

EXCLUSIVE PROCESS
....UNION MADE....
PATTERSON BROS. TOBACCO CO., TR.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

CHANCELLOR
The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

CIGAR FACTORIES WANTED

A cigar manufacturer is in the market for one or more cigar factories. Send full information regarding size of building, number of employes available, class of work being done, price paid and whether hand or mold, possibilities of increasing production. State whether factory is for sale or lease, and terms. If factory is fully equipped, general idea of equipment is desired.

Address Box 500
care of Tobacco World
236 Chestnut St. Philadelphia

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FOR SALE—A CIGAR FACTORY. Established 1874. The owner desires to quit business. This is a good business opportunity. For particulars address "B," 106 West State, Street, Media, Pa.

FOR SALE—OHIO SCRAP FILLER TOBACCO, made from good 1918 tobacco, price 14c. per pound; 1917 tobacco, 20c. per pound. Clean and dry, ready to work. Samples on request. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—JOB LOT OF 6000 POUNDS OF EHRHART'S SCRAP CHEWING TOBACCO, sweetened, 2¼ oz. per package. Samples on request. The Home Product Tobacco Co., Versailles, Ohio.

FOR SALE—TEN THOUSAND POUNDS OF FINE CIGAR CUTTINGS, and same amount of good resweat Gebhart strips, 1917 crop. Samples and price on request. The Home Product Tobacco Co., Versailles, Ohio.

FOR SALE—WE WILL HAVE ONE CARLOAD of cut stems for sale monthly. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

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NEW YORK MANUFACTURER OF HIGH GRADE CIGARS desires to make arrangements with a small or medium size Pennsylvania cigar manufacturer, to have them make reasonably priced cigars. Answer, stating all particulars, to Box 311, care of "Tobacco World."

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WANTED—A SALESMAN TO REPRESENT A FIRST-CLASS lithographic house, specializing in cigar labels, cigar bands, etc. Apply with full particulars to Box 312, care of "Tobacco World."

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TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

The Tobacco World

Established 1881

Volume 39 — September 1, 1919 — No. 17

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
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William S. Watson, *Secretary*

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Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

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OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

P. H. GORMAN COMPANY,
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21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: REPUBACCO, N.Y.

THE HARKERT CIGAR CO'S
HIGHEST GRADE
QUALITY SIGN
Davenport
GENUINE
CIGARS

REGISTERED BY THE HARKERT CIGAR CO.

This label is on every box of genuine "DAVENPORT" cigars. Injunctions, damages and accountings are being sought against all infringers. The original "DAVENPORT" is a Class B cigar, and the title and trade rights are the property of

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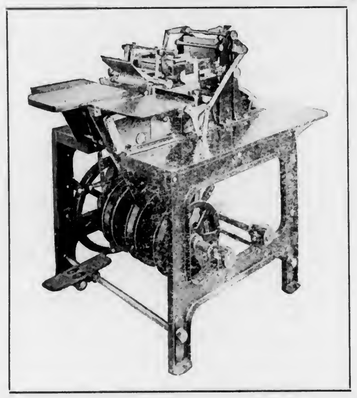

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Volume 39

THE TOBACCO WORLD

Number 17

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

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Machinery Operated by Unskilled Labor Can Now Strip Leaf, Make Cigars, Band and Pack Them

THE perfection of mechanical facilitating devices for use in the cigar industry has reached a point where it is possible to produce cigars from the raw leaf to the packing of the product in boxes almost entirely with unskilled labor.

The cigar manufacturer can no longer avoid a complete investigation of such devices as are on the market, for his success in no small measure depends upon his ability to reduce his production costs, and to get production.

The time has been reached when the production of cigars by strictly hand labor has become too expensive. A product sold as cheaply as the greater part of the cigars made in this country, should have been produced by machinery long ago. Machinery can do the same work more quickly and with less waste than human beings. There is an opportunity for the workmen to occupy more important positions. The majority of articles retailing at prices equal to those at which cigars are sold, have long since been produced by machinery. Hand labor is not only expensive, but antiquated for an industry of the importance as the tobacco trade.

Manufacturers in the cigar industry are facing present conditions and suffering heavy financial loss as a result of their own indifference. For several years it has been possible to secure mechanical devices for the production of cigars that could be operated by unskilled labor. Fear of skilled labor has prevented manufacturers from using machinery, and thus the progress of mechanical devices has been retarded.

It is possible today to secure stripping machines which strip wrapper, binder and filler far more economically than hand labor can do it. There is a further labor and time saver in the counterpad which can be attached to them.

Waitt & Bond, manufacturers of the "Blackstone" and "Totem" brands, have just announced to the trade that they have introduced cigarmaking machines in their new factories, and we are further advised that if nothing interferes with the scheduled deliveries of these machines they will again attain their normal production in a few months.

The handwriting has been on the wall for a long time. Difficulty after difficulty with the Union of Cigarmakers in Boston has compelled this firm to abandon the union label after fifty years of use, and to remove their factories from Boston. Other Boston manufacturers are leaving that city, and two have already located in New York. It is believed that one or two more will follow.

As a matter of fact a number of the larger cigar manufacturers have been experimenting with cigarmaking machines for some time. It has remained, however, for Waitt & Bond to make public announcement of what they are doing in this way. To them belongs the honor of first announcing to the trade that they have undertaken to produce their cigars by the most modern methods, and that once their normal production is again assured the trade can expect a steady output, for machinery and not human hands are now fashioning their products.

While the bunch machine and suction table have been in use for some time steady progress is being made in these devices for the fashioning of cigars. The automatic long filler bunch machine offers a modern and up-to-date method of increasing production, and progressive manufacturers are finding it worth their while to investigate the merits of this facilitating device.

There is now on the market a cigar banding machine to which can be attached a packing device which expertly packs cigars.

Reviewing the mechanical advances of the industry, it will be seen that except for the selecting of the cigars for color, machinery operated by unskilled labor can do better and faster all that handworkers have been doing.

The great economy that necessarily results from the use of mechanical devices means much to the cigar manufacturer today.

The stripping machine can be used by anyone who employs three hand-strippers. It is said that a large part of the scrap lost by handwork is saved by the machine. And it gives the cigarmaker smooth stock without tears or curled tips, which means a greater production for the cigarmaker.

The cigarmaking machine produces upwards of three thousand cigars a day, and can be built to produce almost any shape of cigar. It will produce the higher grade cigar as well as the popular-priced kind.

The banding and packing machines are said to be capable of handling 25,000 cigars a day.

With these facts in mind every manufacturer interested in reducing his overhead, eliminating waste and increasing production, cannot fail to be deeply interested in the advance of machinery in the cigar industry.

It means not only a uniformity of product never before possible, but an opportunity for factory standardization.

For nearly two years THE TOBACCO WORLD has been directing the attention of its readers to the progress and possibilities of mechanical facilitating devices. It has more than once pointed out that the time is not far distant when skilled hand labor would be supplanted by machinery, and machinery that could be operated by unskilled labor. It has referred on more than one occasion to the fact that mechanical devices would prevent the cessation of production in times of labor troubles, and for that matter would probably act as a discouraging factor when strikes threaten.

The time is at hand when the adoption of mechanical devices which have proven their worth becomes a necessity. The cigar manufacturers who do not at this time feel the pinch of necessity will at least put an anchor to the windward and be prepared for the time when it comes—and it will surely come to all.

It is now squarely up to the manufacturers of mechanical facilitating devices to wholeheartedly support the trade papers by advertising in dominating space the products that they have to sell. There is no surer or quicker or less expensive method of reaching the cigar manufacturer than through the advertising pages of the tobacco trade papers. Do it now.

Extension of Foreign Credits Urged at White House

Washington, D. C.

The necessity for taking immediate steps in line with President Wilson's recommendations to Congress for the extension of credits to Europe has been urged at the White House by Senator Owen, of Oklahoma, a member of the Senate committee on banking and currency. Senator Owen called attention to the Edge bill, and to his own measure amending the War Finance Corporation Act which, he said, would permit the act to function and authorize the corporation to buy and sell European bonds.

It was also essential, he explained, that there be established a Federal Reserve foreign bank to operate in the public interest and without private aid. The senator charges New York financial institutions with manipulating foreign exchange to their own profit and advantage, and against the public interest. If Europe is to survive, he explained, it would have to be given credits upon which to rebuild itself.

The President is said to be keenly interested in the situation, and Senator Owen feels that he will soon throw the weight of the administration behind his recommendations previously made to Congress, to the end that the necessary credits may be afforded.

"The high cost of living," explained Senator Owen, following his White House visit, "is due to the fact that Europe, being unproductive for the last five years, is now in most urgent need of our supplies. This demand is one which raises the cost of everything throughout the world, and will continue until Europe becomes productive, whereupon prices will go back to a lower level.

"In selling our supplies to Europe, the banks are imposing upon Italy a charge of more than seven hundred thousand dollars for every million dollars of credit extended; for the same credit France is paying five hundred and fifty thousand dollars bonus, and England one hundred thousand dollars. This usurious exaction is not justified. It is due to the fact that a dozen houses here have a monopoly of foreign exchange, and are using their powers for their own advantage, adverse to the public interest and greatly to our discredit in Europe."

Government Offers Foreign Credit Ratings

In its efforts to co-operate with American exporters to the fullest possible extent, the Government announces that it will in future secure credit ratings and financial standing of foreign buyers of our tobaccos and other lines of merchandise. This service will be free, and will be carried on through our consular representatives in the various countries. The new plan will enable our tobacco manufacturers to ascertain the financial responsibiity of a prospective foreign buyer, and will operate as a valuable measure of protection to our exporters in their dealings with those whose credit has not been established with them. Emphasis is placed on the fact that sufficient time must be allowed for communication with the United States consular representatives. Tobacco manufacturers who wish to avail themselves of the service should in every case where a report is wanted, write, giving name and address of concern or individual in reference to whom information is desired, to Foreign Trade Advisors' Office, State Department, Washington, D. C.

When You Are Fifty

By Frank Farrington

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Many of the small retail cigar stores of the country are operated by men well into the Summer of their lives, near fifty, fifty and beyond fifty. To them, and to the younger men as well, we recommend a careful reading of Mr. Farrington's admirable article. For the young or old, clerk or proprietor, this article holds an inspiration and points a path by which success is attainable.—THE EDITOR.

OF course you hope and expect to be in business for yourself or to occupy a responsible position well up in some organization by the time you are fifty. Unfortunately not everyone can accomplish that. There must be many who at fifty are still selling cigars behind the counter—and they might be doing a good deal worse at that. A man with a good position in a good store, handling a desirable class of trade and getting good pay has some advantages over the chap with the position higher up, especially if the man higher up is scarcely able to handle his job.

But are you going to be wanted as a salesman when you come to fifty years and more? Are you going to be the kind of a salesman who will be increasingly valuable as you get past middle age, or will you be the kind to be dropped as soon as your hair turns gray?

That is all up to you.

At first thought the young fellow in the twenties or thirties thinks that doesn't concern him, and the man in the forties is only beginning to realize that fifty is likely to come before he makes his pile and retires.

When fifty is a score of years ahead and we have faith in our ability and confidence in good luck, it is easy to believe that we are due to become millionaires, but it is worth while, even in our 'teens, to give a thought to the fifties and sixties and what may come with them.

Fifty comes to every man before he is ready for it, and out of a hundred cigar salesmen who think that at fifty they will no longer be salesmen, most of them will be disappointed. They will be disappointed because the law of averages is against a large percentage of them developing into successful business men. And the law of averages is against them simply because they do not try hard enough or use enough intelligence. They do not fit themselves to be something better at fifty.

Cigar store salesmanship is a good line of work for a man of fifty or more. Men of mature age may be the most desirable kind of salesmen. It depends upon the man. You are not going to be fired simply because you turn the fifty mark. If you are dropped at fifty, it will be because you are not good enough to hold the job, not because you are fifty.

If you expect to be able at fifty to hold your own with younger men, you must take care of your health in the meantime. There is no reason why you should not be fit for your best work behind the counter after fifty. You ought to be mentally superior to any competition under that age, and you ought to be physically fit to do all the work you need to do.

Of course, you need health in your later years, whether you are going to stay behind the counter, sit in an office behind a mahogany desk, or retire. You won't find life very desirable in the fifties or sixties if you are only a wreck. How can you get any satisfaction out of long life and plenty of money if you spend the time with one foot in the grave and the other in a sanitarium?

At fifty you will not be expected to show the pep of a twenty-year-old. A young man's great value is in his youth and energy and in his ability to learn. We hire a young and inexperienced man because of what we think he is going to be and do. At fifty you must have developed the ability we want the young man to develop and you ought then to be cashing in on it.

You ought at fifty to be able to sell more goods and please the trade better than you ever could at thirty. The energy and ambition of thirty should be more than offset by the brains of fifty.

If at fifty you have fairly good health and have not lost your nerve, you should be a crackajack salesman. You are learning or can be learning every day something about customers and about selling methods. When you reach fifty, you should have accumulated such a knowledge of the cigar trade as to be a valuable asset to any store. If you haven't, it is simply because you are not making any effort to learn as you go along. Just think what one new item of cigar and tobacco knowledge learned each day will amount to by the time you are sixty years old!

Instead of being apologetic about coming to the age of fifty and trying to dye that look out of your hair and moustache and camouflage it out of your dress, capitalize your age and experience. Make it a part of your valued stock in trade.

You can just as well have inveterate smokers coming to your store and seeking to do business with you personally and sending their friends there because, "He is an old experienced tobacco man and you can get what you want from him," as to have them turning from you with the thought, "I don't want to buy of that old fossil." You can be like and look like the fossil or you can be and look like the dignified, well-informed elderly salesman. It is up to you.

More than you perhaps realize at sixty, depends upon your personal appearance, upon your looking neat and business-like, like a high-class business man. If you let down in your appearance, you step on the toboggan. And the habits you are forming in your twenties and thirties are the habits that are going to come out later. You can't help it. The little faults of your earlier years are going to be bigger faults later on.

If you lack courtesy when young, you will lack it later even more. If you are loose mouthed, given to profanity and to shady stories when you are young, you will show these faults at their worst when you are sixty, and there is nothing more disgusting to the best

class of customers than having to do business with a nasty-minded old sport. There is no fool like that kind of an old fool.

Keep yourself mentally, morally and physically clean now if you want to be entitled to respect later. We expect the elderly man to have got by the follies of youth, and if he hasn't, we lose faith in him. We don't even trust him in a business way. If you are going to have an attractive personality at sixty you must develop it as you go along. You will not drift into that condition.

The employer who is hiring cigar salesmen knows there are certain advantages in the older men. He knows they are settled in their habits and regular in their life. They are not likely to be mixed up with wine, women and gambling. Such habits have generally told their story before fifty.

The middle-aged man is less likely to be looking all the time for a chance to get another position that has a little different outlook—more pay or more chance of advancement. He is satisfied to stay where he knows what he can do and where he is happily situated. He has found that farthest fields may look greenest, but no greener when you get to them.

The man past fifty knows just about what he is going to make of his life, and he is contented to go ahead and work it out on that line. He is willing to play it safe and stick by the sure thing.

Many a cigar store manager has taken in a young man and trained him into a good salesman only to have him take his knowledge and experience over to some competitor when fully developed. Some years of such experiences lead a manager to wonder whether it is not better to let somebody else run the kindergarten while he takes the elderly men he can count on to stick. It costs money to educate a new cigar salesman and he results in a certain loss to the store until he gets to where he knows how to do business.

The frequent shifting of a force of young men makes the older and more stable type of salesman look pretty good to the management. The employer of the latter type of men does not come down every Monday morning, wondering how many of the force will be missing, and he does not see Saturday night approach with the regular fear of a hold up for more money.

If a cigar salesman learns nothing about cigars as he goes along, if he simply sells them on demand and figures that he is just holding down a position while he waits for something big to come, he will not be worth more at fifty than he was at fifteen. If you want to make good in the fifties, you need to prepare for it. But if you happen to be one of the men who are still salesmen at fifty just because of not having prepared for anything better, then you must study now to be better.

If you are willing to learn at sixty, you can be successful at that age. Plenty of men have taken up trades or professions at fifty and made good. The first thing, of course, is the willingness. Too many men who have arrived at mature years are not willing to learn. They have their own way of selling and they see no reason for changing. They are likely to say as a last resort, "Well, I've always done it that way and it's too late to change. You can't teach an old dog new tricks."

You *can* teach an old dog new tricks and all that is necessary is to desire to learn them. And anyway, the excuse that you have always done a thing wrong is mighty poor reason for keeping on doing it wrong unless you are ready to lie down and die.

This fault of thinking he knows it all and that anyone who tries to teach him something new or different is all that stands in the way of a lot of men going on up the ladder after they are fifty or sixty. There are new things coming up in the tobacco trade every day and no man who cannot learn has any place behind the counter in a cigar store, whether he is twenty or sixty. Whatever your age, cultivate open-mindedness. Be ready to listen to what the other fellow has to say. He probably knows something you don't even suspect. When you find there is a better way, change as quickly as you can.

Don't allow yourself to drift into the class of the pig-headed old guy who will not learn and cannot be taught. Pig-headedness is a drag on any man at any age.

Don't get the swelled head and think that because you have been in the business so many years, you know more than younger men. This self-satisfied attitude is responsible for many men's failure. Mere length of time in the business may not have taught you as much as many younger men with less time to their credit have learned.

One of the troubles with an older salesman is that he does not think it necessary for him to explain about goods—why they are better or why they are so and so. He thinks that his bare statement that they are ought to be sufficient because of the prestige that goes with his age. No matter how old you may be or how well informed, you will find that you cannot compel customers to believe a certain thing by merely stating it forcefully. Browbeating a customer until he seems to admit your contention does not send him away convinced. It's a case of "A man convinced against his will is of the same opinion still."

If you have been regarding cigar salesmanship as a young man's job, you have been thinking that salesmen naturally graduate into higher positions with increasing age, without regard to what they deserve.

Cigar selling is a job for any man who knows how to sell the goods, and after a score or more years of experience, any wise man can handle customers better than when he was young—unless he has refused to learn anything by his experience.

Fit yourself physically now for continuing your work as long as you live. Fit yourself mentally for doing better work, for handling your work more intelligently every year of your working life. You can make yourself so good a cigar man that at fifty your services will be in demand by every manager who knows your work.

If it is the fortune of your business life to remain a salesman in your later years, don't waste time regretting it. You are probably better off than you know. Anyway, old Father Time can't put anything over on you without your consent. It is up to you whether you are a good man on the job at sixty or whether you have to drop back to some insignificant minor position where men will glance at you as they pass by and say, "Poor old Jones—and he was such a promising young man!"

Some Phases Connected With the Introduction of Tobaccos Into South and Central America

By Alfred Thomas Marks

THERE is every reason to believe that many of our tobacco manufacturers as well as growers who have not heretofore entered this trade are looking with much favor upon the growing South and Central American markets with their one hundred millions of people, which at present are inviting them to meet their needs in these lines, and these are far from inconsiderable. This being true, it may not be amiss at this time to look into several phases of our trade with these countries which have developed but recently.

For the tobacco manufacturer going into these markets for the first time there should be a word of caution to familiarize himself with the practical side of the proposition. It is a lot less expensive to find out some things before rather than after we make the plunge into Latin-American export trade.

Take the actual business of going into the markets—the selling of the goods. It will be most inadvisable to chase off a few traveling salesmen much as you would start them on a selling trip to Oshkosh or Kalamazoo. The proposition is entirely different.

Traveling men, each representing a different house in related (but non-competing) lines, often go to South America in parties, each house guaranteeing part of their expenses and paying a commission on sales. In this way, a party of, say, three men can represent six to eight houses in different lines. The plan is most inexpensive, and is frequently successful, but frauds are sometimes practiced, and the exporter should become acquainted with the men themselves before spending much money on the scheme. In any case, a permanent export business could hardly be established and maintained on this basis, although it oft-times serves as an excellent "entering wedge" to get a foothold upon which to build.

The selection of agencies, however, is a matter requiring great care, and should not be done through strangers or merely by correspondence, without further assurances of their trustworthiness. American houses have too often entrusted their business to concerns in South America ("distributors") which handle a wide range of articles, many of them of European manufacture, and these concerns will not push the American goods unless there are special inducements, provided their profits or commissions are larger on the competing lines. There is no sentiment about this. In any case, these houses do no more than to keep a stock of samples on hand, and to forward such orders as come to them unsolicited.

On the other hand, after an agent is carefully selected, the American house should not expect a large and continuous stream of orders. The business policy of Latin-America, as a rule, differs from that of the United States in that business men prefer slow sales with high profits—very often one hundred per cent. and more—to quick sales and small profits; and this necessarily not only makes sales fewer, but reduces the actual volume of goods handled, while it maintains the level of money changing hands.

The practice of giving sole agencies has been advised against by many American exporters in various lines of trade, especially in the smaller and less-developed countries, where communications are difficult, and where a buyer in one part of the country may find it very inconvenient and undesirable to have his goods sent through a firm in another part. It is said to be better in such cases to grant a general agency to one good firm covering the entire country, and to induce it to send men and advertising matter to all districts, giving it a commission on all business obtained from the country, but shipping direct to the buyer in the outlying sections.

The whole question of agencies is of such essential importance, and the success of an export venture depends so much on getting the right kind of representatives, that it is considered advisable for the export manager or member of the firm, if possible, to make a trip through South America, observing conditions for himself, and personally selecting houses to push his goods. Aside from forming connections, he can observe methods of shipment, number of trans-shipments, character of packing, manner of handling, etc., and can catch something of the spirit in which the tobacco business there is conducted. On this point I want to give the comment of a delegate from Argentina to the recent Pan-American Commercial Conference at Washington, with whom the writer talked. He said: "Great strides have undoubtedly been made by the larger tobacco producers of the United States during the past three years in acquiring practical knowledge of South American trade conditions, the greatly increased trade indicates that, but much yet remains to be learned. Too much stress cannot be laid on this point. It will certainly pay any concern to let its export manager make a trip, if ever so hurried, around the markets of the southern continent before planning any comprehensive campaign for business there. Half an hour on the docks of Montevideo or in the freight sheds of Buenos Aires, or in watching the lighterage on the west coast, would teach more to any tobacco manufacturing concern of what must be done in exporting to Latin-America, suitable packing, etc., than can be learned in any other way. An hour with a banker or leading business man in any of the South American cities would change many opinions which seem to have been formed, and show the American business man how little there is to teach us, and how much one can learn about matters affecting our South American local conditions."

For the smaller concerns which cannot afford to enter the field through their own personal representatives, the best of all plans is to unite with other American firms handling non-competing lines (but related lines, if this be feasible), and, if possible, establish in one or more trade centers a branch house for selling these various lines.

But, as I have suggested, the visit of a firm representative, or the manufacturer himself, to the South and Central American countries is, all things considered, the most advisable plan for the average American exporter to the southern republics. This could be undertaken, as in several instances with which the writer is familiar, as a sort of business-and-pleasure combination trip. It provides what is constantly insisted upon as most essential to advancing an export business in its initial stages: personal contact with the buyers and the local conditions. It enables manufacturers to acquire an intimate knowledge as to the market's requirements, and also to keep in close touch with the work of competitors—an important matter in itself. Through the satisfactory connections made on such a trip much more can be accomplished than the mere selling of the goods. The manufacturer going into the South American markets can so arrange the workings of his business there that credit requests can be investigated, the market watched, the tendencies of the trade noted, and the very important matter of determining the justice of claims for damaged goods, etc., which are constantly arising, can be handled so that a good customer need not be lost and imposition of one kind or another cannot be practiced. Such a well-appointed representative can, in short, do all that is necessary to advance and protect the interests of his principals, and with proper handling the expense will be remarkably small. The plan has not been very extensively tried out as yet by our United States tobacco exporters, mainly because the houses that cannot afford to have salesmen or exclusive branches of their own have followed the plan of working through export commission houses or simply through correspondence and business literature. But a number of the larger concerns have been successfully maintaining such personally-appointed representatives for both advisory and strictly commercial purposes, and groups of smaller exporters are now beginning to put the plan in operation.

A point frequently overlooked in our South American tobacco trade is that willing customers should not be overloaded with goods. Of course, if a single order for our tobacco goods is all that is desired this would not be so objectionable from the standpoint of "do all the business you can," but in most cases a house wishes not so much to make a sale as to lay the foundation for a good export business. If this is desired by our exporters, as it should be, sales must be made judiciously. The "turn-over" of stocks of tobacco and other merchandise in Latin America is, as suggested above, comparatively slow and money is high, and it is easily possible to choke up a trade channel that should be kept freely running. If the exporter wishes not only to make sales, but to prepare the ground for good future business, he must take into account the condition of his customers as well as his own. A few extra thousands of dollars on a single order may deprive the exporter of many times that much in future business.

Higher Costs in Foreign Tobacco Production

The nearer the European manufacturers of tobacco products come to the time when they will be compelled to seriously consider export trade, the more concerned they are as to producing costs. This is the word coming to us from all of the tobacco-producing countries of Europe—brought to America by our trade representatives and State Department consular officials. And it is a phase of the coming competition for world-business in this line which our manufacturers will do well to thoroughly digest. Certain it is—and it is admitted on all sides—that producing costs of tobacco in all of the tobacco-growing countries of Europe, even including those which have not been at war, will never again reach the low level which obtained prior to 1914. This, needless to say, will have a direct tendency to bring about a radical realignment of trade, for the one obstacle with which our United States tobacco products exports had to contend prior to the war, and with the least success, was the necessity of competing with European producers who had the important advantages of very cheap labor, nearness to the markets and abundance of raw materials in their favor. This state of affairs does not hold good today, and probably never will again, as far as cheap labor and plentiful raw materials are concerned. There is no such thing as the first; the second does not exist at present in Europe.

The writer brought up this subject in talking with a United States commercial attaché, just returned from a prominent capital of Europe, and who is thoroughly familiar with the tobacco situation in all of western Europe. He said: "Higher producing costs in European countries than in the United States at present are viewed there as a serious menace to the development of export trade in tobacco products, as well as their post-war export trade to the United States as a means of paying off their indebtedness in this country and of liquidating purchases of raw materials, of which they are in dire need. The higher costs of producing in many lines of manufacture will place the European countries at a decided disadvantage in competing with our American producers, and this applies especially to the manufacture of cigars, cigarettes, smoking and other tobaccos. Furthermore, with the advance in the costs of production and the inevitable consequent increase in export prices European tobacco people lose their most effective weapon in world-competition. This is being generally discussed in the European tobacco-producing countries."

Heavy Cigar Shortage Calls For Co-operation

JOBBERS and dealers are beginning to feel the shortage of cigars as a result of the cigarmakers' strikes in several important production centers and this is but the beginning of a serious shortage of popular brands. Manufacturers predict that the cigars for the Holiday Season will be fewer than for many years. However, with Tampa factories working again and the local situation showing improvement, production may reach the point where the gap can be bridged to some extent.

The cigar manufacturers in the North, however, have not receded from their firm stand, and such workers as are returning to their benches are doing so of their own volition.

Were it not for the fact that machinery today can strip the leaf, manufacture the cigar and band and pack it, the outlook would indeed be serious, for it is doubtful if human hands will ever again fashion the same number of cigars that they have in the past.

A manufacturer long identified with the industry recently remarked that while the strike was wearing itself out, and cigarmakers returning to their work of their own accord, the results of the various strikes would show that an average of not more than seventy-five per cent. of the cigarmakers would ever return to this industry.

The manufacturer explained this remark by stating that those of the strikers who really favored the attitude of the cigarmakers were in many cases seeking and finding employment in other industries, and that most of them would never return to the benches regardless of the outcome of the present difficulties.

The remark might be interpreted as meaning two things; that those who favored the strikes were a minority, and that from the whole number quitting their benches twenty-five per cent. would leave the industry permanently. Such of the radicals who seek work in other fields will receive a unanimous godspeed from the entire trade.

If the cigar production of the country is to be maintained, the time is at hand for mechanical devices to prove their merit.

It is estimated that the strikes thus far have caused a production loss of not less than 200,000,000 cigars. This is to be added to a total falling off of the first six months of the year of more than 300,000,000. It should be easy for the jobbers and retailers to read between the lines. We are on the verge of an enormous cigar shortage which must prevail for some time.

These strikes are not only robbing capital of the production which is necessary to meet the enormous overhead charges and the interest on the money invested in the business, but it affects the jobber and the dealer who must have merchandise to sell in order to earn a living.

With or without labor difficulties cigar prices were bound toward a further advance, but prices are rapidly approaching a point beyond which they cannot go.

The falling off in production for the first six months of the year is due in a large part to the fact that prices have bounded forward faster than wages. For the cigar industry to maintain its production average, its product must be produced at a lower cost. Mechanical devices offer the solution of this problem. It is the cigar manufacturers themselves who have been indifferent to the progress in the industry.

In the face of present conditions no one realizes more than the manufacturers the seriousness of further advances in the prices of their goods, but the jobbers and dealers must realize that manufacturing costs are still advancing and that the prosperity of the industry depends on the co-operation of the wholesaler and retailer.

Tampa Output Cut Fifty Per Cent

Tampa, Fla., August 25th.

EVERY factory in the city opened for work again this Monday morning after a three weeks' strike on the part of 7,000 cigarmakers and two weeks' strike of 2,000 dependientes, throwing out another four or five thousand workers. But there is hardly a factory whose output for the first day was fifty per cent. of what it was the last days before the strike, and it will be weeks before the production here returns to normal, for close to fifty per cent. of the men out of work had left Tampa for Havana or other cigar centers during the strike, and many of them took their families with them. An indication of the situation is the vote on the manufacturers' offer, Friday, only 2,300 ballots being cast while 7,200 were cast in the strike vote.

The settlement is far-reaching in its effect, as it brings the hours question to the front for the first time in the history of the industry here. A nine and a half hour day is set, with price and a half for overtime work. Heretofore the factories have opened soon after daylight, remaining open until it became too dark to work.

The manufacturers increased their first offer of ten per cent. for mold workers and fifteen for hand to a straight 15 per cent. increase all the way and acceeded to the strikers' demands for larger binders for hand workers.

The dependientes striking for a 25 per cent. raise also got a flat 15 per cent., with no discrimination in pay for sex, where the work is similar. The strikers abandoned their renewal of the demand for electric elevators.

G. F.

Pipe Advance Calls for Dealer Co-operation

QUALITY and price go hand and hand. It is evidenced in the cigar and tobacco business as well as in other lines. Indications point to the fact that most consumers want quality and that most of them pay the higher prices in order to get what they have been accustomed to.

Before this appears in print the trade will have been advised of a sharp advance in the price of pipes. This is due not alone to the constantly increasing cost of production, which the pipe manufacturers have faced and to the increasing cost of labor, but to the great scarcity of briarwood as well.

Not long ago we talked with a foreign buyer of briarwood, and he stated that while the 1919 prices were higher than 1918, the prices in 1920 would even exceed the 1919 prices. He explained this by the fact that the great scarcity of labor, and high cost of it, is producing a shortage which is reflected in the increased price.

Jobbers and dealers in pipes will do well to bear these facts in mind in contemplating the advance and the new retail prices.

The briar pipe manufacturers face a shortage and have for some time been unable to fill all orders. The situation is in no way becoming easier and with the growing scarcity and increasing costs manufacturers are compelled to protect their interests by revising prices.

Higher prices are necessary for a fair profit to the manufacturer, jobber and dealer. It is decidedly to the advantage of the dealer to know the facts and to be able to present them to objecting customers.

An enormous business in pipes has been created by the national advertising campaign carried on by the house of Wm. Demuth & Co., and from it every pipe manufacturer in the country has reaped additional business. It is only fair to the manufacturers who have their money invested in their plants that the retailers deal with the higher cost of pipes in an intelligent way.

The pipe business is no longer a side line, for in many stores the profits from the pipe sales average close to the entire profits from the cigars, cigarettes and tobaccos.

Every fair minded retailer will admit that this business in pipes has not been created by themselves, but by the great amount of national advertising which has *created* pipe smokers. This is the thing that has brought about the increasing demand for pipes.

And surely no alert dealer is going to pass by the opportunity to hold the business that he has, and to increase it if possible.

Conditions in the cigar industry at the present time are bound to create a still greater demand for pipes, and while it seems impossible for the leading pipe manufacturers to fill all orders, there is likely to be more pipes, in proportion, around the Holiday Season than there will be cigars.

Pipe advertising to consumers has been equivalent to dumping a pot of money on the counter of thousands of dealers, and every dealer should at least give his hearty co-operation to the manufacturers who have built up this business for him.

War Department Tobacco Stocks to Be Sold

Washington, D. C.

THE large stocks of tobacco, cigars and cigarettes now in possession of the War Department will be sold at retail in stores to be opened on September 25th in a number of the large cities throughout the country. Not only will sales be made over the counter, but, for the benefit of persons who cannot visit the stores, catalogues will be printed, giving prices and full information regarding the various articles, and mail orders will be received and filled at the same prices as prevail at the stores, delivery being made free through the postal service.

The War Department has announced that it will dispose, through these stores, of all its surplus stocks of clothing, tobacco, and household commodities. The stock of each commodity will be distributed throughout the country and allocated to the selling centers on the basis of population of the territory supplied by each particular store, thus assuring the residents of each State of their proper allotment.

While the department has not yet definitely determined upon the cities in which stores will be established, the present plan calls for stores in the fourteen zone supply cities, which are: Boston, New York, Philadelphia, Baltimore, Atlanta, Jeffersonville, Ind.; Chicago, St. Louis, New Orleans, San Antonio, Omaha, El Paso, San Francisco and Washington. It is expected that other cities will be added to the list before the date set for the opening of the stores.

C. L. L.

The San Telmo Cigar Company, manufacturers of "La Resta," "Court Royal" and "La Superia" brands have advanced prices. The first two brands now retail at eight cents or two for fifteen. "La Superia" will retail at ten cents, three for a quarter.

C. S. Jackson has been appointed head of the advertising department of the Tobacco Products Corporation. Mr. Jackson has had large experience in the field, having served with agencies and having held responsible positions with other firms.

J. R. Taylor Heads "United"

AS has been predicted in the trade, Edward Wise, former president of the United Cigar Stores Company, will, in the future, devote his time to the recently formed United Retail Stores Corporation, into which the United Cigar Stores Company is to be merged.

Succeeding Mr. Wise as president is J. R. Taylor, vice-president in charge of the Chicago Division of the United Cigar Stores. Mr. Taylor is said to have started with the "United" twelve years ago as office boy. Thus does persistent effort and ability succeed.

Julius Schwartz, who started with the "United" in 1903 in a New York store and inside of three years had become District Sales Manager, succeeds Mr. Taylor as vice-president.

The "United Shield," the admirable publication of the corporation, says of Mr. Schwartz, "He had two outstanding qualities, accuracy and foresight. . . . Julius Schwartz's rise to his present position, assistant vice-president, in charge of the Metropolitan district, the most important territory in the United's system, is a striking result of foresight. He planned ahead, then dug deep and got there."

We take this occasion to extend our congratulations to President Taylor and Vice-President Schwartz.

FIRE DESTROYS TOBACCO

Fire on Wednesday destroyed 2,200,000 pounds of tobacco in a factory at Pantin, near Paris.

Tobacco recently has been very scarce and virtually unobtainable. This morning long lines of men awaiting the weekly distribution of tobacco were to be seen in front of the tobacco stores. When the supply was exhausted many persons who had not been served started a demonstration on the boulevards and smashed the windows of the tobacco depositories.

MAN'S PERPLEXITIES

MAN'S life is full of trouble and temptation. He comes into the world without his consent and goes out of it against his will. His journey through life is rocky and beset with strange and contradictory experiences. When he is little the big girls kiss him, and when he is big the little girls kiss him. When he is a child he wants candy and can't get it, and when he is a man he can get candy and don't want it. When he is a boy he wishes he were a man, and when he is a man he wishes he were a boy again. If he raises a large family he is a chump; if he raises a check he is a thief; if he is poor he is a bad manager; if he is rich he is dishonest. If he is in politics he is for graft, and if out of politics you can't place him and he is no good to his country. If he gives to charity it is for show, and if he does not he is a stingy cuss. If he dies young there was a great future before him, and if he lives to an old age he has missed his calling. If he is active in religion he is a hypocrite, and if he takes no interest in religious matters he is a hardened sinner. If he shows affection he is a soft specimen; if he has none he is a cold-blooded proposition.

In order to be entirely healthy, he must eat nothing, smoke nothing, drink nothing, and see that the air is properly sterilized before breathing.—Exchange.

Two National Favorites:

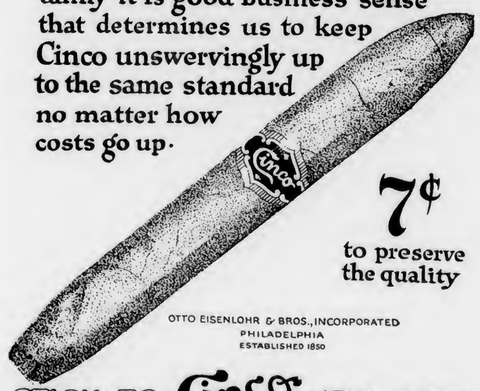
WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., Philadelphia Distributors

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.



7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

COPYRIGHT OTTO EISENLOHR & BROS. INC. 1919
REGISTERED IN U.S. PATENT OFFICE

LEAF MARKET JOTTINGS

THE opening of the Winston-Salem, N. C., leaf market was postponed from August 26th to September 1st, and the Eastern North Carolina market to September 2nd. The Winston-Salem market has more warehouse room and better facilities for handling the crop than last year. Last year, with the houses closed for three weeks on account of the influenza epidemic, the market sold more than forty million pounds.

In South Carolina the strike of railroad shopmen tied up large quantities of tobacco at various points, and a number of buyers returned to their headquarters.

Sales in July amounted to about 25,000,000 pounds, at an average of 21 cents, against 33.86 last year, and 21.65 in 1917, for the month of July. The report of the State Department shows that while the July sales exceeded those of July, 1918, by more than 11,000 pounds, the receipts were less than for 1918 by about $3,000,000.

The present condition of tobacco as given by the North Carolina Co-operative Crop Reporting Service is 70 per cent., with an acreage of 460,300. Indicating a prospective production of 264,212,000 pounds, which is 12 per cent. below last year's crop.

***

New England tobacco is in fine shape, some of the smaller plantations have finished harvesting and say that the crop is the best in years. The 1918 crop is in good shape, most of the shipments, especially for export, going to New York by steamer. Tobacco farms are bringing high prices, one is mentioned of sixty acres which sold for $20,000.

The labor problem is not bothering the growers this year, the boys returned from overseas having jumped in cheerfully as extra help, also college students. No colored help has been imported from the South, so far as known at present. One grower is reported to have turned down several offers of forty-five cents for his crop.

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Late advices from Wisconsin report that favorable weather in nearly all sections of the State shows one of the most promising crops in years, and in the absence of some extraordinary calamity, the crop appears safe. Some fields are being harvested around Boscobel. Hail has done very little damage. Late set crops around Virogua, in consequence of recent rains are liable to produce better leaf than many earlier settings.

No buying has been reported, but the crop is being looked over by buyers.

Reports from Kentucky keep one guessing. The head of the Department of Markets, University of Kentucky, predicts a good price for the better grades this fall. They opened low, but the present average is about the same as last year. In Central Kentucky there is the largest tobacco acreage in its history, and a leading expert predicts a decline of 10 to 12 cents a pound from last year.

Brooksville, Owingsville, Paris, Flemingsburg, Versailles and Hardinsburg all report a backward and uneven growth, while Lexington claims good prospects.

Louisville quotations on the 1918 burley crop, higher prices only are: Dark red, trash, $14 and $16; lugs, $18, $20 and $22; common leaf, $18 and $20; medium, $22; good, $25; fine, $35.

For bright red the prices are the same, except for common leaf, $24 and $26; medium, $28; good, $30; fine, $40.

Old Burley—trash, $18 to $25; lugs, $28 to $42; leaf, $25 to $38; good leaf, $44; fine, $50 to $60.

The new dark crop, manufacturing—trash, $11; lugs, $12 and $14; common leaf, $14 to $18; medium, $20; good, $22.

Throughout the whole list the lowest prices are about ten per cent. below the highest ones.

***

Lancaster County appears to have been pretty hard hit and some experts, including Otto Olsen, of the United States Agricultural Department, estimate the crop at a million dollars less than last year, on account of root rot, wet weather making a hard soil, causing a retarded growth and great damage from hail.

From August 19th to 23rd hundreds of acres of fine tobacco were riddled by hail. With a reduced acreage of 20 per cent., an estimated damage by hail of 15 per cent. and other factors, the outlook is bad. However, sunshine and a little cultivation may help the rot, and the hail damage may be overestimated and anyway Lancaster County is not likely to go into mourning when the returns are all in.

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Ripley, Ohio, reports that burley markets are active and the demand good, but prices are no higher. As in many sections of Kentucky there is a generally uneven growth of the new crop, which precludes hope of a crop of high quality.

***

In Ohio the Tobacco Growers' Association of the Miami Valley has received some better offers, but is reported to refuse to sell, having financed the members who were in immediate need of money. At the same time it is said that they are willing to negotiate.

The Universal Question -Answered

TODAY, in more than a thousand factories, cigar manufacturers are answering that big dollar question by operating

The Universal
Tobacco Stripping and Booking Machine

About four thousand "Universals" in factories using from one to four hundred each are cutting down costs and speeding-up production.

Ask today for a demonstration of the "Universal" in your factory and with your own tobacco.

Catalogue and Price List on Request

Universals save stock, save wages, save space.

Universals increase production, quality and satisfaction.

One Universal does the work of up to three hand-strippers.

The Smooth stock, ready "for work", means 35 to 50 more cigars a day, from each man.

Hand-stripping means loss through scrap. Universal saves most of this scrap.

Universal Tobacco Machine Company
79 Fifth Avenue, New York
Factory, 98-104 Murray Street, Newark, N. J.

The Advertising Dooley Discusses Cigarette Copy

By W. Livingston Larned, in New York Advertising Club News

"OI see b' th' papers," said Mr. Dooley, "that soom av th' tobacco manufacturers at least, hov sthopped advertisin' cigarettes long enuff to have a crack at each other. Instid av selling goods wid th' space they are callin' names."

"Whot do yez mean? inquired Hennessy.

"Well," resumed Mr. Dooley, "it's joost like this: after roonin' out av' stoonts, wan av th' advertoisers said, said he: 'Inasmooch as we make principally cigarettes thot are crossed wid Toorkish tebaccy an' not Toork clane through, whoy not git afther all thim guys thot is claimin t' produce pure Toorkish. It will attract attintion and be soomthin' diffrunt.'

"'Yis,' remarked somebuddy, 'but is thot ethical?'

"'Pecaus fer thot!' exclaimed th' originator av th' idea. It's business etiquette, all roight, all roight, t' make men afraid thot if they shmoke too mooch Toorkish tebaccy, they will acquoire Harem Itch. Oh, but yez ought t' see whot happened whin th' all-Toorkish crowd got wind av thim teaser adds, Hinnissy! They loved th' advertoiser as mooch as th' coffee troost loves Postum.

"'Whot e'n we do to sthop this nonsinse?' they sez, sez they, 'here we are, makin, a wan hoondrid per cint all-Toorkish cigarette an' thim idiots is froggin' th' poodle b' savin' thot too much Toorkish may give yez Housemaid's knee, or a desoire fer wan hoondrid woives.'

"So they scurried around, Hinnissy, an' burned oup valuable newspaper space b' remarkin' in passin' thot yez can't make a silk purse out av a sow's ear—or wor-rnds to thot effect. All th' advertoising managers av th' noosepapers is stand b' th' soide loines, eggin' thim on.

"Takin' it by an' large, me Frind, th' cigarette situation intherests me strangely. Nowadays, a copywriter can't make a success at it, onliss he is a Frinch Chef, or a Nose Spicilist. They toast cigarettes now, Hinnissy, an' sarve thim buttered on both soides. It's always been me ambition to have a box av Naturals a la Fried Onions and Eggs marney. But we're comin' to it. They'll soon toire av th' toasted argvmint an' thin soom Chicago agency man will suggest thot a good copy scheme mought be—'They're Frinch Fried, an' mellowed wid garlic.'

"Imagine, if yez can, Hinnissy, staggerin' around in a tebaccy sthore wid a handkerchief over yer eyes whoile yez let yer nose know. Whoy not sniff cocaine an' b' done wid it. Oi tried th' scheme wanst mesilf, but Oi sneezed twinty cints worth into a bowl of soup.

"Thin there's th' Camel idea. Wan piece of copy reads: 'Take Camels at any angle—they surely supply cigarette contentment.' Humph! Oi hov smilt th' camel from every known angle, Hinnissy, an' take it from me there ain't mooch chice. If anything, I prefer th' breeze blowin' a trifle Narth, b' southwist. If I was namin' a cigarette, Hinnissy, and thought thot I moost git th' name from th' Zoo, Oi'd pick th' camel last because av his international rippytation fer not bein' dashed wid old rose an' lavender. But there's no accountin' fer taste.

"I'll take me hat off t' Fatima advertoisin'. Th' idea is t' use portraits av fifty thousand dollar a year min, in aizy poses, puffin' th' cigarette. There's psychology fer yez, Hinnissy. All thim noine dollar a week counter-joompers look at th' ads an' say to thimsilves, "Whoile Oi'm at it, Oi mought as well shmoke th' same thing thot th' Profiteers do.' Fatima advertoisin' is so sinsible, Hinnissy, thot I can't understand how it hoz last this long. Somebody in authority moost be sick.

"There's thot coy little Philip Morris lad, wid th' angel face, foriver pagein' somebuddy. Sthill, they're Bond Sthreet cigarettes an' maybe he's callin' only th' 'English population.' Oi wouldn't moind it so mooch if th' boy would only foind who he's lookin' for an' deliver th' goods. Is it possible thot Philip is hidin' out on him?

"Lord Salisbury—bliss his royal old heart, sems contint t' peg away at th' idea thot yez can't shmoke th' box. Thot's a new an' brilliant thought t' begin wid, Hinnissy. Reason it out for yourself—vez can't! They say thot these cigarettes is inivitable. But I wouldn't go so far as to accuse thim av thot. Whichever way ye consider it, th' tebaccy folks is sthrong fer irrilivint sthuff. Any advertisin' Agent that cooms in wid the most irrilivint gits th' account, timporarily. It keeps thim plan-an-copy boys hooslin' to originite ideas thot hov nawthin' whotiver t' do wid th' case. But th're gittin' roight good at it av racent years."

"Why doesn't some wan advertoise cigarettes th' same as other goods is advertoised?" demanded Mr. Hennessy.

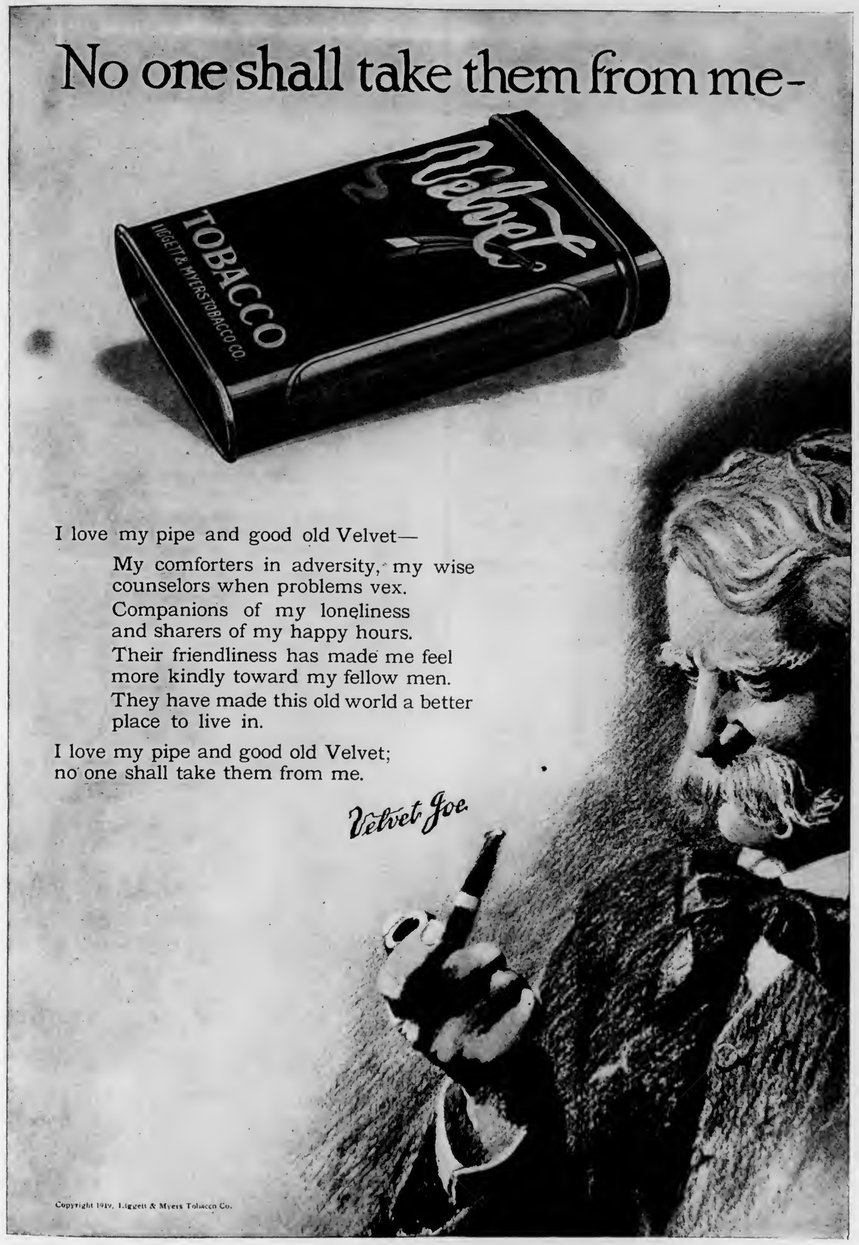
"Thot's whot th' shmokers av th' counthry are askin'," answered Mr. Dooley, "in th' meanwhoile, th' nixt toime yez shmoke a Toorkish cigarette be careful, Hinnissy, thot there's not been soom Toorkish tebaccy poot in b' mistake."

"Bold" Now Eight Cents

Bobrow Bros., manufacturers of the famous "Bold" cigar, have advanced the price of this brand to the trade to $55, and the retail price to eight cents or two for fifteen cents.

Advances have also been made on the "Topic" brand, which retails for ten cents and up.

Increases in cost of production and labor conditions are responsible for these raises, which are necessary in order that the standard of quality of these brands may be maintained.


No one shall take them from me-
Velvet
TOBACCO
LIGGETT & MYERS TOBACCO CO.
I love my pipe and good old Velvet—
My comforters in adversity, my wise counselors when problems vex.
Companions of my loneliness and sharers of my happy hours.
Their friendliness has made me feel more kindly toward my fellow men.
They have made this old world a better place to live in.
I love my pipe and good old Velvet; no one shall take them from me.
Velvet Joe
Copyright 1919, Liggett & Myers Tobacco Co.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

5c. Cigars are in Demand
Manila Scraps make a fine full flavored cigar that can be sold for a nickel
WE SELL MANILA SCRAPS: also BINDERS and FILLERS
WRITE US
S. J. FREEMAN & SON 123 Liberty Street, New York

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

For Gentlemen of Good Taste
San Felice
7c Cigars
The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Dumfries, Va.
DEPT. A

IF AMERICA STOPS TOBACCO CULTURE

The faddists and puritanical busybodies having succeeded in making America "dry," are now turning their attention to tobacco, and have started a campaign to secure the prohibition of the production, sale and use of tobacco, cigars, cigarettes, snuff, etc. It is, perhaps, absurd to treat the matter seriously, but after what has happened to drink anything is possible. If these self-appointed reformers eventually gained their object and stopped altogether the cultivation of tobacco in the States, imagine what the effect would be, not only in America, but here in England, and in other countries which obtained the bulk of their supplies of the finest tobaccos from the States. It is interesting to note that while there is this extremist agitation across the Atlantic against the use of tobacco, there is, in this country, a greater recognition than ever of the necessity of tobacco, and, as reported elsewhere, smoking has been introduced by a daring member into the House of Commons itself, and the question of its being permitted in the churches has been seriously mooted.—From "Tobacco" (London).

H. DUYS & COMPANY IN PORTO RICO TRADE

H. Duys & Company, 170 Water Street, New York City, who are interested in and active importers of Sumatra, Java and other tobaccos, and dealers in domestic leaf, have entered the Porto Rico field, with Harrison Johnson, formerly vice-president of the Cayey-Caguas Tobacco Company, which went into liquidation in 1917.

Mr. Johnson has been a resident of Porto Rico for the past twenty-one years and is considered an expert in the growing and handling of Porto Rican tobacco.

The new firm will begin main operations with the 1920 crop, but Duys & Company have in their New York office samples of 1500 barrels of the 1919 crop, now ready for inspection; the tobacco having been packed under the supervision of Mr. Johnson.

REYNOLDS COMPANY GETS NEW FACTORY

As confirmed by W. N. Reynolds, president of the R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., the company has purchased a large cigarette plant, including the building and equipment, in Jersey City, N. J.

The building is a five-story brick structure which covers an entire block near the Pennsylvania Railroad station. The purchase price is not mentioned. Possession and manufacturing activities will begin about September 1st. Additional machinery has been installed, and the new plant will be devoted to the manufacture of the "Camel" cigarette, for which additional facilities were necessary in order to meet the constantly increasing demand.

During the war a cigar factory was opened in Medan (Sumatra), which manufactures Sumatra tobacco on the spot. The factory employs 20 natives, who work under European experts. Deli tobacco is used, of course, for covers. The first 150,000 cigars made in the factory are about to be sold to the trade. It is hoped that this is the beginning of a very important industry.

Notes and Comment

The Growers' Tobacco Warehouse at Maysville, Ky., will double the size of its plant. Work will begin on September 15th.

A group of Kentucky capitalists have purchased buildings at Morganfield, Ky., and will institute a loose leaf tobacco floor in that place.

The Taylor Tobacco Company, of Madisonville, Ky., has been incorporated with a capital stock of $20,000. The incorporators are: John Taylor, Elizabeth Taylor and J. B. Taylor.

The United States imported $76,497 worth of matches in June of this year. The United States makes much better matches than it imports, and they sell at retail at the same prices.

Calero & Company, cigar manufacturers of New York, have discontinued business, and their well-known brands, "Rio Vista" and "Rioletta," have been acquired by Chas. Morris & Company.

The Central Cigar Company, manufacturers of the "Elm" and "Na-Bocklish" cigars, have announced to the trade the discontinuance of the union label, and will hereafter operate an open factory.

The American Tobacco Company will resume holiday packings of its leading brands of cigarettes and tobaccos, which were abandoned last year in conformity with the request of the conservation advice of the Government.

The Porto-Rican-American Tobacco Company has passed the dividend for the present quarter in consequence of the long strike in Porto Rico. The company has orders for several million more cigars than it can possibly supply at the present time.

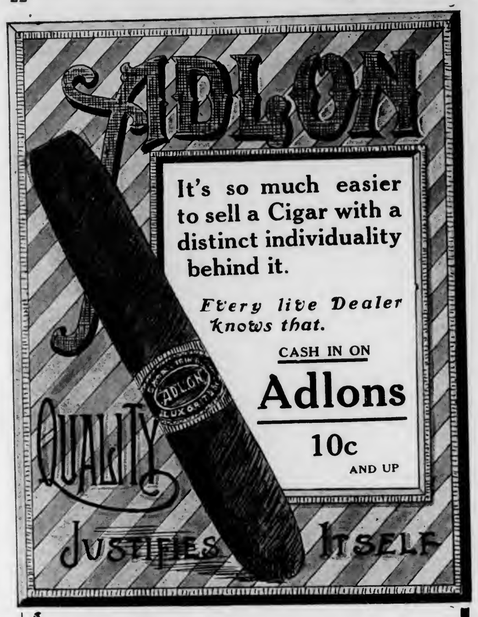
H. Duys & Company, 170 Water Street, state that their latest importations of 3000 bales of the famous Deli Ba My and L. P. C. plantations, of Sumatra tobacco contain some of the finest parcels imported in recent years, at a very reasonable cost per thousand cigars.

Fassler & Silberman, Incorporated, growers of shade tobacco and packers of Havana seed and broadleaf tobacco, announce the completion of their new warehouse at 109-115 Commerce Street, Hartford, Conn., and the removal of their offices to that address. The firm has plantations at Poquonock and East Granby, Conn., and Chicopee Falls, Mass.

E. B. Hauenstein, of Lincoln, Lancaster County, Pa., the well-known packer of Pennsylvania broadleaf, has purchased 450 cases of this tobacco; this with his packing gives him large holdings. Samples of anything in his line will be sent for the asking to any reliable manufacturer, he has some very thin and spready broadleaf, the kind used for binder purposes. Mr. Hauenstein is a packer of leaf tobacco since 1870, and has a reputation for standing back of any of his tobacco.

TOPIC
HAVANA CIGARS
10 cents and up
The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : :
Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" eight cent cigar two for fifteen cents

MURAD
THE TURKISH CIGARETTE
THAT old-fashioned Turkish taste in Murad is one of its chief charms.
That old-fashioned Turkish taste is the result of 100% pure Turkish tobacco — and when a cigarette is made of Turkish tobacco it is made of the world's most famous tobacco.
There are other cigarettes— but no "others" like Murad.
It is true that "ordinary" cigarettes cost a trifle less.
MURAD
20¢
Judge for yourself-!



44 Cigar Co. Inc. Philadelphia

Two Brands that will Increase Your Business

John Ruskin IS IT TOOOO BIG? 7c. -3 for 20c.

Flor de MELBA The Cigar Supreme. 3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE

Both Brands Are Big Sellers

We Recommend That You Carry a Supply of Them

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

Notes and Comment

Berriman Brothers are now occupying their new Chicago offices at 151 Michigan Boulevard.

A Honolulu item states that the odd cent has made no headway in Hawaii, and dealers are compelled to retail cigars costing $42.50 for five cents.

Two hundred clerks of the United, Schulte & Edwin stores in New York City, met on August 16th, and formed a local union to be affiliated with the International Protective Association of Retail Clerks, which is affiliated with the A. F. L.

Rumors that have been current in the trade for more than two months to the effect that Charles J. Spietz would again enter the cigar manufacturing field have been verified by the announcement that Mr. Spietz has organized the Spietz Cigar Company, and has acquired a factory in Detroit with accommodations for upwards of four hundred hands. Mr. Spietz expects to begin manufacturing September 1st.

The war has brought about a great change in the destination of Brazilian tobacco. Until 1914 nearly the whole crop used to go to the German markets of Bremen and Hamburg. Since then Dutchmen, Danes, Italians, Spaniards and Argentines have obtained possession of the trade. The Dutch had great plans with regard to the financing of the crop, but they were interrupted by the Blockade of the Entente. Denmark also seems to have the intention of obtaining permanent possession of at least a part of the Brazilian Import Trade.

RECENT DEATHS OF TOBACCO MEN

John Dietrich, a cigar manufacturer of Rochester, N. Y., on August 11, aged 81 years. He was a prominent member of the G. A. R., fought in twenty-four battles of the Civil War and was present at the surrender of General Lee.

James Kelsey, manufacturer of cigars and dealer in leaf tobacco, died at Olean, N. Y., August 11, aged 83 years. He was Olean's oldest business man in point of service. He was also interested in local railroads.

Charles E. Erdman, a retired cigar manufacturer, died in August at Greensburg, Ind., at the age of 81 years. He was a native of Switzerland and learned his trade at Cincinnati. He is survived by four sons, Charles J., William and George, of Greensburg, and Frederick, of Colorado Springs.

R. Y. Spalding died at Alexandria, Ky., August 17, aged 54 years. He was an auctioneer of the Gorrell Warehouse Company, of Winston-Salem, N. C., and was formerly with the Liggett & Myers Tobacco Company.

Isidor Strauss, member of the wholesale tobacco house of Henry Strauss, in Cincinnati, died on August 18, aged 54 years. He is survived by three brothers, Robert and Charles, of the tobacco company, and Samuel Strauss, president of the Jewish Hospital.

Advertise in "The Tobacco World"---It Pays!

Informal Income Rulings

Washington, D. C.

Business men desirous of learning in advance whether certain proposed transactions will result in the realization of taxable income will hereafter receive no assistance from the bureau of internal revenue, which has announced that no more hypothetical questions will be answered or informal rulings given in advance of the consummation of the matter involved. Experience during the past two years has shown that such service cannot be rendered beneficially either to the public or the bureau, as many proposed transactions work out in a way not contemplated at the time of their planning.

The Commissioner of Internal Revenue, it was declared by officials of the bureau announcing this decision, is not required by law to decide any particular case in advance of its actual presentation of the facts for a decision, and the policy hereafter will be that the transaction must be completed and not merely proposed or planned; the complete facts relating to the transaction, together with abstracts from contracts or other documents necessary to present the complete facts must be given, and the names of all real parties interested (not "dummies" used in the transaction) must be stated regardless of who presents the question, whether attorney, accountant, tax service or other representative.

"In the interval between an informal advance decision and the time when the case is finally presented for actual decision, developments may occur which affect the decision," it was pointed out. "When a question is actually presented in the regular course of administration for the decision of the commissioner, the decision must then be in accordance with such light, whether from experience or from judicial decision, as he may then have. Any taxpayer who had relied on an advance decision would necessarily be prejudiced whenever the final decision did not agree with the advance decision. The fact that taxpayers asking for advance decisions are usually unwilling to accept an oral opinion shows that taxpayers are intending to rely on such advance decisions, and are likely to be misled by them if change later becomes necessary.

"It is also a matter of practical experience that when facts are presented for advance decision it is practically impossible to present the same facts as will afterwards come up in the regular course for actual decision. Reorganization plans, for instance, when they actually work out, may be changed in some particular which the taxpayer regards as unimportant, but which in fact may be decisive of the case.

"It is realized that the uncertainty which exists in the minds of business men as to the construction of various parts of the law is unfortunate and tends to hamper business development, but since such uncertainty can be resolved only through decisions of the courts, and since an advance decision of the commissioner is not a real but only an apparent resolution of the uncertainty, it appears that in giving such advance decisions the commissioner would be doing the taxpayer an injustice rather than a favor."

C. L. L.

La Flor de Portuondo

Established 1869

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The Juan F. Portuondo Cigar Mfg. Co.

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ESTABLISHED 1851

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IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Leaf Tobacco Regulations

THE Tobacco Merchants' Association of the United States, 5 Beekman Street, on August 18, 1919, issued the following bulletin regarding leaf tobacco regulations:

On May 26th last (Special Bulletin A-18) attention was called to the fact that in response to the protests of the trade the new regulations covering Leaf Tobacco Dealers had been ordered suspended until September 1st.

With this date rapidly approaching, there seems to be some uneasiness in the Leaf Tobacco Trade as to the existing status of the matter.

The trade is therefore respectfully informed that according to official information from Washington, the Revenue Department is contemplating a further suspension of the new Leaf Tobacco Regulations, and hence it is safe to assume that these regulations will *not* go into effect on September 1st and that material changes along the lines suggested by the trade will be made.

Our members will be further advised in the premises as soon as a definite official decision is promulgated.

On August 21, the association issued a supplement of which a copy follows:

Supplementing our Bulletin (Sp. No. A 21) issued on August 18th, the trade is further advised that we have just received an official communication (T. D. 2911) from the Revenue Department, which reads as follows:

> "The scale furnished in T. D. 2818 as a guide for the determination of the penal sum of the bond required under Section 704 of the Revenue Act of 1918, to be given by a dealer in leaf tobacco is hereby revised. The penal sum of such bond shall be based on the average quantity of tobacco on hand, determined by adding together the quantity on hand at the end of each month of the preceding year, and dividing the sum by 12, the scale for the bonds being as follows:

Average Amount of Tobacco			*Penalty of Bond*
0 lbs.	to	25,000 lbs.	$ 500.
25,000	"	100,000	1,500.
100,000	"	250,000	2,500.
250,000	"	500,000	5,000.
500,000	"	1,000,000	7,500.
1,000,000		over	10,000.

A new bond may be required in the discretion of the collector or under instructions of the Commissioner of Internal Revenue.

"The foregoing scale is effective immediately. And bond previously filed will be returned to the principal upon request, after a new bond bearing the same date and executed in conformity with the above scale, is filed with, and approved by, the Collector.

"Dealers in leaf tobacco should continue to render report of their transactions on old Book 59 monthly until October 1, 1919; meanwhile, the revised regulations governing dealers in leaf tobacco will be issued in ample time to permit their being thoroughly studied and understood by the trade before their effective date."

It will thus be seen that the new regulations in regard to leaf tobacco dealers which were supposed to go into effect on April 1, 1919, and which were suspended until September 1st, are now again suspended to October 1st, and that same are being revised. Also, that the bond question has been finally decided providing for a scale of bonds ranging from a minimum of $500 to a maximum of $10,000.

It will be noted that while in all other respects the regulations will not go into effect until October 1st, the decision on the bond question is *now* in effect.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

TOBACCO GROWING IN ENGLAND

London "Tobacco" says in the August number, that tobacco can be grown and cured successfully in England, as is conclusively proved by the results of six years experiments made by the British Tobacco Growers' Society. The Board of Agriculture has now taken the matter in hand for further operations.

The secretary of the association states that the soil in some parts of England is especially suitable for the production of tobacco "though not necessarily the best from the purely agricultural point of view." The government has allowed a "preference" or rebate on the present rate of duty of about thirty-two cents a pound.

The society devoted its attention mainly to heavy smoking class of tobaccos, but claims in late years to have had some success with bright leaf.

The main difficulty in placing the home product is stated as follows:

"A standard has been established by manufacturers who work with a highly organized American industry capable of producing large quantities of leaf of a uniform type. This organized relationship has enabled producer and manufacturer to create a fashion or 'palate' for the consumer, while meeting fully his requirements, the great bulk of tobacco smoked in this country being pipe tobacco obtained from America. The British grower has therefore to prove that he can replace the imported raw leaf by his own, or that his tobacco possesses some particular property which can be used by the manufacturer in his blends; otherwise he must find a market abroad where no such conditions exist. In fact a portion of the 1915 crop was exported, the society receiving the export allowance of 2d. per lb. made under section 9 of the Finance Act of 1915. If however, the grower is able to produce in sufficiently large quantities and at a competing price against such imports, the manufacturer will be forced to co-operate with the consumer in any possible modification of fashion to take all the tobacco Great Britain can produce."

Reading between the lines it seems evident that notwithstanding a large expense, the government having paid a subsidy, the result is rather a hope of some future success than a present realization, and the fact that tobacco can be successfully grown has by no means been conclusively proved.

We wish the "Bright little, Tight little Island" every possible success, but this is stating the case as we see it from the evidence.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
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50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PARK CIRCLE:—41,267. For all tobacco products. August 9, 1919. Petre, Schmidt & Bergmann, Philadelphia.

QUEEN MOOSE:—41,268. For cigars, cigarettes, cheroots and tobacco. August 6, 1919. George Economou, Lowell, Mass.

RO-MU-CO:—41,270. For all tobacco products. March 24, 1919. The Robert Mugge Co., Tampa, Fla.

BROOKLYN'S PRIDE:—41,271. For cigars only. August 11, 1919. Moehle Litho. Co., Brooklyn, N. Y.

TAMPA TOKENS:—41,272. For cigars. June 14, 1919. Tampa Token Cigar Co., Tampa, Fla.

LOS FERNANDEZ:—41,273. For cigars, cigarettes and tobacco. August 14, 1919. Frank B. Dorsa, Brooklyn, N. Y. This title is claimed to have been in use for the past 17 years by the Chas. Stutz Co., New York City, from whom title was acquired by the registrant.

THE DEXTER:—41,274. For cigars. August 15, 1919. R. C. Sullivan Estate, Manchester, N. H. This trade-mark is claimed to have been in actual continuous use for over 10 years.

GENTRY CLUB:—41,275. For all tobacco products. July 29, 1919. F. A. De Pilis, New York City.

SERGEANT YORK:—41,277. For all tobacco products. August 15, 1919. American Litho. Co., New York City.

ALVIN T. YORK:—41,278. For all tobacco products. August 15, 1919. American Litho. Co., New York City.

YORK UNIVERSITY:—41,279. For all tobacco products. August 15, 1919. American Litho. Co., New York City.

DIMEN PORT:—41,281. For cigars and tobacco. August 16, 1919. W. C. Smith, Windsor, Pa.

GARCIA ALTA:—41,282. For all tobacco products. August 16, 1919. Moehle Litho. Co., Brooklyn, N. Y.

GARCIA MEJOR:—41,283. For all tobacco products. August 16, 1919. Moehle Litho. Co., Brooklyn, N. Y.

TRANSFERS

HOWARD CHANDLER CHRISTY:—31,670 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 3, 1906, by Geo. Schlegel, New York City. By various transfers was acquired by Wadsworth-Campbell Box Co., Detroit, Mich., and re-transferred to the American Box Co., Detroit, Mich., July 25, 1919.

LA FLORENZA:—33,505 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered June 6, 1907, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred to Wm. Steiner Sons & Co. New York City, August 22, 1919.

CORRECTED PUBLICATION

LA SOLERA:—33,473 (U. S. T. J.). For Porto Rico cigars. Registered by E. G. Perez & Co., New York City. By various transfers was acquired by E. C. McCullough & Co., New York City, and re-transferred to Castellano & Hilbert, Inc., Manila, P. I., July 28, 1919.

The steamer "Beatrice," which has been chartered by the American Foreign Trade Corporation to ply between New York and Constantinople, started on her maiden trip on July 3rd, laden with over 5000 tons of American-made merchandise of numerous kinds to be exchanged for Turkish products, chiefly tobacco. This marks the beginning of the development of American trade throughout the Near East, along the lines so successfully developed by the Hudson Bay Company in Canada.

OCEAN FREIGHT RATES FOR TOBACCO

Washington, D. C.

Under new rates from North Atlantic and Pacific Coast ports just announced by the United States Shipping Board, through the Emergency Fleet Corporation, an opportunity is offered to American exporters to gain a foothold in the Far Eastern markets. General cargo rates of $1.12 per hundred pounds have been announced from North Atlantic ports to Japan, China, the Philippines, French Indo-China, the Federated Malay States and the Dutch East Indies via Hong Kong, Shanghai, Kobe, Yokohama and Manila. The rate on tobacco in hogsheads is $3.12½ per hundredweight.

From Pacific Coast ports to the points named rates are named on manufactured tobacco, as follows: On cigarettes, 41¼ cents per cubic foot; plug tobacco in boxes, 35 cents per cubic foot, and smoking tobacco in boxes, 37½ cents per cubic foot. The rate on unmanufactured tobacco is 35 cents per cubic foot.

C. L. L.

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Write for List of Flavors for Special Brands
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Open your package this way

LUCKY STRIKE cigarette

It's toasted. Try the real Burley cigarette. Buttered toast has flavor because it's toasted. Same with Lucky Strike Cigarette.

It's toasted

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VOLUME 39 NO. 18

The TOBACCO WORLD

SEPTEMBER 15. 1919

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The Tobacco World

Established 1881

Volume 39 | September 15, 1919 | No 18

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No Waste **No Trouble**

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Habana, Cuba

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

THE HARKERT CIGAR CO'S HIGHEST GRADE

QUALITY IGH SIGN

Davenport

GENUINE CIGARS

REGISTERED BY THE HARKERT CIGAR CO.

This label is on every box of genuine "DAVENPORT" cigars. Injunctions, damages and accountings are being sought against all infringers. The original "DAVENPORT" is a Class B cigar, and the title and trade rights are the property of

THE HARKERT CIGAR CO.
DAVENPORT, IOWA

WE have just purchased upwards of a million sets of cigar labels and bands from one of the largest cigar firms.

These are discontinued private brands, the titles and rights of which have been transferred to us.

Some brands of nation-wide reputation are among this lot.

These labels are all in first-class condition and are ready for immediate delivery.

Samples and quotations will be submitted upon request.

American Box Supply Co.

383 Monroe Avenue Detroit, Michigan

Volume 39

THE TOBACCO WORLD

Established 1881

Number 18

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, September 15, 1919 Foreign $3.50

Underproduction and Overpay Boosts Living Costs
More Work Means More Pay and Lower Prices

IN Boston and Tampa the cigarmakers are again at their benches. In Key West, New York, Milwaukee and Denver no signs of settlement appear. A strike seems on tap in Cincinnati.

Every industry is passing through just what the cigar industry is experiencing. It must stop somewhere, but it will never be permanently ended until the industries themselves make some efforts to educate the consumers in every field, for the great majority of consumers are workers. Advertising can do it.

One thing to be brought home to every workman either at his bench or on strike is the message of W. A. Appleton, president of the International Federation of Trade Unions.

To Live the World Must Produce More and Talk Less

"Printers' Ink" reproduces Mr. Appleton's statement which is made in regard to England, but which applies everywhere.

This striking utterance is worthy of deep thought:

"The few men who frighten the Government and mislead labor and through labor the whole Empire, start their campaign with many advantages. They have in the main, to deal with an unthinking proletariat. They may enrich their promises with rhetoric's choicest ornaments; they may build not castles in Spain, but empires on formula. THEY HAVE NO RESPONSIBILITY. They usually suffer from moral obliquity and constructive paralysis. To demand rather than to provide is their metier. The consequences of their demands are either beyond their intelligence or without influence on their consciences. They will cheerfully adopt and promulgate every panacea of the ancients or the moderns, and just as cheerfully discard and forget them. Whoever dies they live; whoever fails they are triumphant.

. . . . . .

"The flooding of mines and the cessation of work on railroads destroys wealth and rots food. It is useless to talk of taking wealth which chicanery and folly have destroyed, or of enjoying food which unreasoning railway men have left to perish. Every man and woman and child in Britain will have to pay for the past and current week's follies, and the poorest will pay most, because they will pay in actual suffering, while the well paid will only incur the disadvantages of straightened circumstances."

It has been proven that advertising which increases consumption decreases costs, as it increases production.

Labor, or rather the radicals in their midst, in the chase around the vicious circle seems utterly unable to comprehend that strikes which decrease production immediately increase prices. Supply and demand regulate prices.

Shorter hours and greater pay will put the cost of living way beyond its present mark. There must be production. There will be plenty of pay for every worker who is willing to help produce, and to help produce there must be longer hours, not shorter ones.

Our growing export trade will soon take many times what we are producing now. As long as there is a demand for our goods abroad, products will go abroad where they command the highest prices, and we here will be compelled to pay them here if we want the products. Until labor sees to it that we produce ample stocks, thus keeping prices down, so long will we suffer from abnormal prices.

Every advance to labor goes into an advance of the retail price of the product. The consumer pays it in the end. And the world's biggest consumer is labor. Production is what we need. Plenty of work will bring higher pay envelopes and lower prices.

The present situation was well summed up by an army captain recently. A group of officers were in the club car discussing conditions. Four or five of them were dilating on the "great social and industrial unrest." Finally a captain who had been listening for some time, broke in, "Gentlemen, you are all wrong. This is not a period of 'unrest,' this is a period of REST. No one wants to work, but every one expects to get paid just the same."

Needless to say the captain got a hand from all the passengers who were able to hear his remark.

The cigar manufacturer and every other manufacturer needs production. Labor can give this production, increase their income, and enjoy a lower cost of living without becoming slaves. Will they see this?

Some of these six and eight hour a day boys would never talk as they do if they have been raised on a farm where the field hours are from sunrise to sunset, with an hour's chores to do before sun comes up and another hour of chores after it goes down.

The writer having personally experienced several seasons of these sixteen-hour working days at 75 cents per day and board, has some idea of the former relation between pay and production.

The curse of labor today is overpay and underproduction which is almost entirely responsible for the high cost of living. When we begin to get production, and that means when labor begins to work to produce, and not clock work for pay, then will the dollar begin to assume something of its old-time value.

Strikes curtail production and immediately create a scarcity which in turn raises prices. One example in this city is pertinent. During the rainy spell following St. Swithin's Day, there was a shortage of umbrellas. Umbrella makers went on strike. Umbrella prices immediately advanced from two dollars to three dollars for only a fair grade. Retailers stated that the strike and shortage resulting, together with the increased demand, had caused it.

Yet the politicians from Podunk and Smalltown think that legislation is the cure-all. Real work resulting in plentiful production is the solution, notwithstanding Congress and its satellites to the contrary.

It Does Pay to Advertise

PERHAPS this will enlighten those who want to keep their products a secret relying on high-priced special salesmen to educate and inform those who could advantageously use their product.

Two manufacturers of mechanical devices for the cigar industry began the manufacture of their machines about the same time, several years ago. One manufacturer began an extensive trade paper advertising campaign which still continues. The other is hiding his light under a bushel.

The advertiser has sold more than four thousand of his devices to upwards of one thousand cigar manufacturers.

The non-advertiser over the same period says he has sold two hundred of his machines, to probably about one hundred and fifty cigar manufacturers.

Advertising gets the inquiries, shows the future possibilities and helps to get advance orders which are assets upon which to expand. Advertising in trade papers is business insurance of the highest character. It builds protection for the future.

THE TOBACCO WORLD is the only tobacco trade paper that for nearly two years has consistently advanced the interests of manufacturers of mechanical devices through constructive editorial work.

Inquiries for machinery which are continually coming to this office from the most substantial firms in the country are given personal attention and immediately forwarded to advertisers in THE TOBACCO WORLD or to advertisers in any trade paper. Advertisers in any tobacco trade paper receive first consideration.

We naturally would like to have every reputable manufacturer of mechanical devices represented in the advertising columns of THE TOBACCO WORLD. But in any case the advertiser receives first consideration.

We do not neglect our duty to our subscribers, however, and if the device asked for is not advertised in any tobacco trade paper we furnish the inquirer with the names and addresses of the manufacturers.

The growth of the demand for mechanical devices makes it imperative that the manufacturers tell their story in advertising space. THE TOBACCO WORLD will submit to any directly interested manufacturer substantial proof of the quantity and quality of its cigar manufacturer circulation.

A. B. S. Company Acquires Cigar Labels

A DEAL was recently consummated by the American Box Supply Company, of Detroit, Mich., whereby they acquired more than one million labels and fifteen million cigar bands. These are discontinued brands, some private and some of nation-wide reputation. The title and rights to all of these have been transferred to the American Box Supply Company.

Cigar manufacturers desiring to start a new brand will find time and money saved by investigating the labels acquired by the American Box Supply Company. The goods are held at very reasonable prices and new and old manufacturers who wish to identify their goods with quality products and who desire at the same time the utmost in service, will find this new concern amply able to satisfy the most discriminating in these respects.

The continual growth of the American Box Supply Company, who report new accounts in almost every part of the country, is striking emphasis on the fact that their promises of quality and service are backed by action.

Handling as they do an extensive line of equipment and accessories for both cigar and cigar box manufacturers they offer to these industries the possibilities of concentrating their purchases in one place as no other concern advertising to the trade does.

Substitute Tax Proposed by Congressman Jefferis

Washington, D. C.

The repeal of the tax on cigars, tobacco, and manufactures thereof, provided in Title VII of the present revenue act, and section 1002, of the same law, levying a tax on the manufacturers' cigars, cigarettes and tobacco, and the imposition of a substitute tax of one-half of one per cent. on all manufactured articles with the exception of manufactured foodstuffs, is provided in a bill just introduced in the House of Representatives by Congressman Albert W. Jefferis, of Nebraska. This measure is designed to repeal all of the present luxury and excise taxes.

"In the latest census on manufactures made in 1914 by the Department of Commerce," said Mr. Jefferis to the correspondent of this paper, "the total value of manufactures in the United States was $24,246,435,000. Deduct $4,661,826,000, the total value of manufactured foodstuffs for that period, and we have remaining $19,584,609,000. A tax of one-half of one per cent. of this amount would yield $97,923,345 annual revenue. As the value of manufactures has greatly increased during and since the war, it may be seen that such a tax would net at least $100,000,000 yearly revenue.

"Although no figures are available on the probable cost of collecting the tax now in force, reports from various merchants and tradespeople in my district with whom I have discussed this matter, have convinced me that in many cases the cost of collecting the present tax is nearly as great as the amount of tax collected. Then, too, the necessity of computing each sale is a serious handicap to progressive business and works a hardship on all dealers. When the returns are made to the internal revenue collector, that official will require an army of clerks, auditors and accountants to tabulate them. By collecting the tax at the source on manufactures this cumbersome method will be obviated and the cost of collection will be correspondingly less."

Congressman Jefferis states that there is a great deal of complaint against the present taxes, coming both from the retailer, who has found himself compelled to keep more or less complicated account of merchandise sold subject to taxation, and by the consumer who detests anything in the way of a consumption tax.

Before introducing the measure, he conferred with a large number of merchants in his district in Nebraska and then came to the conclusion that instead of picking out any particular lines for relief from the consumption taxes, it would be best to wipe out all of the present excise taxes and substitute a manufacturers' tax instead.

No More Smoking in Senate Press Gallery

Washington, D. C.

Another feather has been clipped from the wings of man's freedom. The first round has been won by the anti-tobacco forces. If the Washington stories in your morning newspaper have lost their wonted zest, it is because the boys in the Press Gallery at the Senate no longer can smoke.

Everyone familiar with the interior of a newspaper city room, or Webster's cartoons thereof, knows that no real newspaper man can write a story without the aid of tobacco. The writer is smoking a (name deleted by advertising office, see manager for rates), cigar, and knows but one non-smoker in the newspaper fraternity, and he writes the "obit" column and has one foot in the grave himself.

For years, the corridors of the Capitol have been as free as air to the ubiquitous reporter, and wherever he has gone he has left his trail of ashes and butts. But that was in the good old days, when newspaper work was a man's game and the swish of the silk skirt was heard but seldom in newspaper offices.

This session of Congress sees the advent of woman into her own. There have been one or two "shemale" reporters with gallery privileges in past sessions, but this year there are not less than six and—well, they've put "No Smoking" signs all over the Senate side of the Capitol, and there's a lot of Senators who wonder why the boys never come around to interview them any more.

Yep, you can't smoke over there any more, and there is nothing now to pollute the atmosphere but Senatorial hot air.

C. L. L.

The China-American Tobacco and Trading Company has announced the building of a new plant at Rocky Mount, N. C., with a storage capacity of four thousand hogsheads of tobacco, at an outlay of more than a million dollars.

The American Box Supply Company, of Detroit, reports a heavy demand for their "Yankee" bunch machine. This is another indication of the impetus given to the use of mechanical facilitating devices, because of present labor conditions.

Trade Paper Copy Requires Special Attention

THE editor of the "San Francisco Grocer" in an editorial headed, "This Game Has Been Overworked," puts a whole lot of truth in a few words, and if advertisers will only read it over carefully, we think that they will agree with what it says.

We have pointed out repeatedly that advertisers do not pay enough attention to their trade paper copy, and the bigger the concerns the greater the offense, for it certainly is evident that featuring consumer copy without a line of trade copy to go with it, in trade papers, is the same as telling the trade paper subscribers that they are not worth wasting time on.

A subscriber very rightly expects something new and different in his trade paper advertising. Yet when he is smacked in the eye with an advertisement that has already appeared in national magazines directed at the consumer, he may well wonder if this is all the information he is to get except from the salesman when he calls.

We reprint the editorial in full and sincerely hope that any advertisers who have read this far down the column will read on to the finish.

"You can take a horse to the water but you can't make him drink" is a proverb which is well illustrated in the attitude of some national advertisers toward trade advertising. The writer can speak feelingly on this subject, having been wished into the trade paper game at a tender age without the money-making perspecuity to warn him of his danger.

Manufacturers are more or less helpless victims of the system which has ruined trade press advertising. It is simply that the business of exploiting goods to the public is so remunerative a game that those engaged in it by one accord preach the gospel of advertising forcing the retailer to stock the goods.

Millions to force a demand upon the retailer but not a nickel to interest and enthuse and to gain the goodwill of the dealer and his clerks, seems to be the motto of this class of advertiser. True, this system often does force the retailer to stock the goods, but it does not force him to sell them.

The only cure for this stupid method of trade publicity is to entrust a member of the firm's advertising staff with the duty of writing special copy for the trade press—copy which is made up, not from matter fed to consumers through the columns of the magazines but right off the griddle from that given the salesman by the sales manager. The trade press advertising in other words should be designed expressly to back up as well as to act as an advance agent for the salesman.

That the weakness of the old method of forcing the retailer's hand, is realized by the very people who have been the cause of it is now to be seen by the special issues of daily papers, cut-outs of magazines, etc., which are now being sent on behalf of some of the big consumer advertisers. But believe us, gentlemen, you are still wide of the mark. The retailer will ditch such stuff quicker than you can mail it. Don't imagine that it will ever be a substitute for intelligently written trade press copy. The dealer hasn't time to waste over such stuff. Your brains and advertising knowledge should be utilized to save his time and to tell a story that will be worth his while to read, which in the very nature of things an ad designed for women and children would not be. Realize, gentlemen, that you are addressing men who know more than you do about most manufactured goods.

House Adopts Bill to Return Undeliverable Mail

Washington, D. C.

The House of Representatives has adopted the bill authorizing the Post Office Department to return to the sender undeliverable third- and fourth-class mail. This legislation, which has the approval of the department, is deemed one of the most important postal matters which have come before Congress in some time.

Under existing law such matter (which includes printed matter and parcel post) cannot be forwarded if the addressee has moved or returned to the sender at another post office until the postage for its forwarding or return is first prepaid. This procedure necessitates the holding of such undeliverable matter at the office of original address pending notification of the addressee or the sender and the receipt of the required postage for its transmission to its ultimate destination, and the delay which necessarily is involved frequently causes inconvenience, loss and hardship to the sender or addressee, or both.

Under the terms of the measure which the House has just passed, the sender of third- or fourth-class mail may insure its being forwarded or returned, if undeliverable at the office of address, by noting thereon his pledge that the charge for forwarding or return will be paid, and the extra postage required for this service will be collected upon delivery.

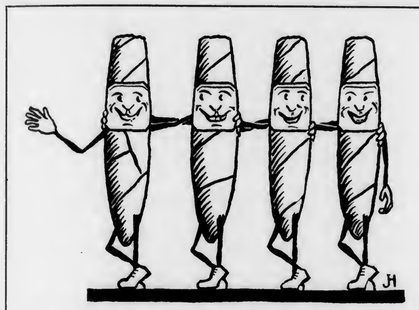
The bill now goes to the Senate for consideration, and it is not believed there will be any difficulty in securing its passage by that body. The return privilege will be of inestimable value to business men throughout the country, especially where the shipments concerned are of commodities in the disposition of which speed is an important factor.

C. L. L.

Publicity That Penetrates

By Clarence T. Hubbard

THE choice of a cigar is influenced by two things—a man's personal taste and national advertising. But the choice of the purchase place is actuated more by impulse. Perhaps a certain cigar store is a handy place to drop into. Perhaps the customer is on friendly terms with the salesman. Possibly the store is recommended by a friend. Or it might be the particular service rendered. Again, it might be a culmination of these things. It can't be salesmanship alone. Salesmanship will help immensely once the buyer gets into the store, but unless the tobacconist is content to entrust his growth to the above-named "may be's" something must be done to first get the necessary customers within the store.



A SMILE IN EVERY PUFF

No matter how hard your day has been—no matter how disturbing or how strenuous—you will always find a Smile in the Puff of a good cigar.

For a cigar knows no moods. A good cigar is a good cigar and equally as soothing on hard days as on easy ones—sometimes better on the hard days!

At least the brands you find at Jones' Smoke Shop are the kind that put a golden sunset in the end of your day—smokes that contain both puffs and smiles.

GET A SMILE SMOKE AT JONES' EVERY NIGHT

One of the most helpful ways is by advertising. There is newspaper advertising which if worked out along a planned series will prove helpful. While, of course, the real ambitious and progressive cigar man will combine newspaper, window, poster and general advertising together it is nevertheless possible to gain a good deal by newspaper advertising alone. As one successful cigar store advertiser said: "You've got to more than keep your name before the public—you've also to keep the public before your name." And judging from the volume of business he enjoyed, he did.

Newspaper advertising resolves itself into several different types. There is the "splurge" type of publicity which consists of a full page spread once a quarter or so and then nothing again for a long period until another full or half page scream is attempted. Such advertising is, no doubt, helpful in announcing the opening of a new store or the announcement of some very special sale, new equipment or the addition of auxiliary lines. But as a stimulator of general sales the daily advertisement is a better puller.

AFTER A HOME MEAL—TIP YOURSELF

After a good old meal at home—tip yourself. Yes, sir—just stretch out, take it easy and tip yourself with a Good Cigar.

But make sure that cigar comes from Jones' Smoke Shop. Why? Well Jones keeps his stock FRESH, moist, up-to-date, neat and well assorted. Furthermore, YOUR brand is there.

Step in tonight and pick out a few favorites to take HOME. Then when the dishes are cleared away and the coffee or tea is on—tip yourself and smoke, smoke, smoke. It's the life!

JONES' SMOKE SHOP IS CALLING FOR YOU

Many merchants are finding success in running a small distinctive advertisement each night or three times a week. Generally the same amount of space is used. Sometimes it is just a small column-wide "ad" running four or five inches in length. Again, it is a two-column advertisement bearing a cut. But the point is—a certain distinctive type of advertisement which lends itself to copy change on each insertion is bound to attract more attention than the hit or miss type of publicity. This plan of advertising has the same effect as a trade-mark. Seen often enough it impresses the reader with the name of the advertiser even at a glimpse.

Tobacco and cigar advertising for local purposes cannot be of a too serious type. Smokers as a rule smoke for pleasure and enjoy anything with a humorous trend to it. This is demonstrated in the crowds that accumulate before the cartoons displayed in so many cigar store windows. It is also recognized in the conversation of customers. Aside from political talk most tobacco purchasers carry their conversation alone on light subjects. It sort of goes with the line of goods sold.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., *Philadelphia Distributors*

The tobacco advertiser who chooses some particular style of advertising for his store, such as a daily or weekly ad illustrated with a whimsical cartoon will help in popularizing his place. Several specimen advertisements along this line are shown. These are original advertisements prepared as an illustration of what can be done along this line. Used consistently such advertisements will soon identify themselves by the very pictures that top them off. Used in newspapers, theatrical programmes and on printed matter of all kinds they will stamp the progressiveness of the store. Electrotypes of such cuts can be made and kept on hand for all sorts of purposes. The ads themselves can be clipped as they appear and pasted on neat cardboard cut-outs and hung in the store.

MAKE A DATE WITH A GOOD CIGAR

If you are waiting for a little relaxation—or a chance to think things over—or an opportunity to think back—make a date with a good cigar.

Every calendar day of the year, excepting Sundays, you will find Tobacco Sportsmen making their dates at Jones' Smoke Shop.

Because they know the cigars they get at Jones' are fresh, well preserved, the kind that are popular and the kind that taste good.

MAKE YOUR SMOKE DATES AT JONES' SMOKE SHOP

Cuts aren't entirely essential to tobacco store advertisements. While they help considerably the cigar man can identify himself just as well by the type of "copy" he uses. He can adopt a special way of writing his advertisements—a conversational style; a slogan style, or some distinctive way. Or the advertisements can be distinguished by having an "Uncle Smoke" appear as the author of the words, or by a certain symbol that appears each time, or even by a certain way the type is set or in the manner the borders are used. Whatever the method employed it should be used consistently and perpetually to gain the best results. The constant repetition of the same impression gains the consideration of the reader. Perhaps even a special border adopted to enclose all advertisements in would accomplish the purpose.

A New Standard

Sizes 10c to 15c

PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO
TAMPA, FLA.

Rob't Burns

Mild Havana filled Cigar

10¢ ~ 2 *for* 25¢ ~ 15¢

Have you tried one lately?

General Cigar Co., INC., New York

CIGAR BOX WORKERS WANT INCREASE

The cigar box workers of New York City demand a twenty-five per cent. increase in wages and shorter hours. It is estimated that the wage increase if production is not cut by shorter hours will add about three cents per box.

The box manufacturers appear to be generally favorable toward granting the increase and are willing to meet the workers on a fair basis, but are not willing to concede shorter hours. It is generally thought that there will be no strike, but that the price of boxes will be advanced to meet the higher scale of wages.

Manufacturers' profits in this industry are said to have been not large, the various strikes have naturally affected their business and it appears that their only method of meeting the increased cost of labor will have to be an increase in the price of the product.

TOBACCO CURER WANTED FOR AUSTRALIA

The American Trade Commissioner in Australia, Mr. A. W. Ferrin, reports that a syndicate in Melbourne is developing a tobacco plantation and needs an expert tobacco curer. It desires an expert to go to Australia on a three-year contract and it is willing to give a liberal salary and pay transportation out and return, if remaining at least twelve months. If the project develops as expected such a position would be permanent. Later it is expected that six assistant curers would be needed. The Bureau of Foreign and Domestic Commerce will be glad to hear from qualified tobacco experts interested in this proposal. It is desired that a salary range be specified as well as some evidence of experience and qualifications, to be forwarded to the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.

SOUTHERN LEAF MARKET

In the Southland, the tobacco markets opened on the 9th of September at Danville and Durham, and many other localities in North Carolina and Virginia. The quotations from South Carolina are so far so indefinite that until they are more fully analyzed they are apt to be misleading. There has been no apparent rise from the July average of twenty-one cents, about the same average as July, 1917, and twenty-five per cent. below 1918 for the same month. Our correspondent in that section has probably gone a-fishing.

The "Richmond Times-Dispatch" in a recent article said that gloomy reports are coming in from the dark leaf and sun cured section of Virginia. An observer who traveled through the dark shipping belt with the view of taking a mental inventory, reports that in the first place the farmers pitched only seventy-five per cent. of the crop of last year and in the second place that which was pitched has panned out badly. The leaf is small and thin, has been subject to sunburn, which on hundreds of farms necessitated too early cutting of much of it, and as a result of all these drawbacks there will be not over fifty per cent. of a seventy-five per cent. crop gathered. According to these figures the crop of 1919 will be in quality and quantity not over forty per cent. of that of last year.

Identically the same reports come from all the counties in which the sun-curing stocks are grown, and the Richmond warehousemen, who sell all of the sun-cured stock for the farmers, are figuring on a crop that will not weigh out much, if any over 5,000,000 pounds.

Put some Prince-Albert-Humidor enthusiasm in your talk-tank and watch the little old sales-motor move up with a jump! That one pound crystal glass P. A. Humidor is so chock-full of smoke-sunshine that men take the hunch quick!

P.A. crystal glass humidors appeal to smokers, because they are such a clever scheme for storing a supply of pipe-packing at home or office, or for traveling. And, that sponge-moistener top keeps the tobacco in such perfect condition!

Spread out the glad-noise of P. A. Humidors and you'll punch that cash register for some real profits.

R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919
REGISTERED IN U.S. PATENT OFFICE

Advertise in "The Tobacco World"---It Pays!

LEAF MARKET JOTTINGS

CUTTING of the tobacco crop is general in Lancaster County, and reports are generally rather discouraging. Severe damage by hail following a long spell of rain in July prevented a good general crop, and as previously noted the rains caked the soil about the roots of the plants, so that they did not get the nourishment they would have had by deeper rooting.

The present cutting shows the leaf uneven in development, ranging from poor to excellent, with more of the former, so far, than the latter. Where the fields are thrifty the leaves are small and the production of wrappers and binders will fall below the average. Perhaps when the crop is all in and sorted this apparent condition may be modified, but not to any large extent.

Cigar production in the county has been reduced considerably by the long strike of the cigarmakers, and this has made the leaf market flat with no obtainable price quotations. Concerns with much old leaf on hand will not load up with new tobacco unless they can get it at bargain prices, and the growers will have to let it go. At least many of them will.

While the fact that the crop is probably twenty per cent. or more short is in favor of the growers, the conditions noted above seem to overbalance this advantage and the general opinion is that prices will be materially less than last year.

* * *

In Wisconsin, the housing of the crop is proceeding without any complaint of scarcity of labor, which means that it is being housed at less expense. The tobacco is going into the sheds well ripened and in good shape. The later fields are slow in ripening on account of unfavorable weather, too cool and dry for rapid development.

The crop shows up well so far in the proportion of binders, and is generally considered to promise an excellent total in all respects if the late fields turn out well.

So far as can be ascertained, no contracts have yet been made for the sale of the new crop, but there is a suspicion that several sales have been made as there have been frequent meetings between individual growers and buyers. They are not telling anyone.

It is reported on authority of the "Edgerton Tobacco Reporter," that several hundred cases of low grade 1918 crop have been sold for export, also that there have been occasional transactions in bundle goods, of which little remains to be disposed of.

It is stated that the International Tobacco Corporation has made arrangements to enter the Wisconsin field and will open a large stripping establishment there and will handle about a million pounds annually.

In Ohio, advices from Dayton report activity in the leaf market with sales of Miami Valley at about seventeen cents. Lower grade filler is the only material available at the present time for export. The growers are generally willing to admit that they have been beaten on their twenty-cent ultimatum, and blame their slump on fear of an early frost.

* * *

In Connecticut three-fourths of the tobacco crop had been harvested by the 1st of September, when a few days were lost on account of rain. Labor conditions are less troublesome than they were last season, but rates are high enough to either boost prices or lose money for the growers, who have been paying at the rate of four dollars a day and board, rising to six dollars, in emergencies.

Stocks of 1918 tobacco appear to be larger in the hands of the growers and associations than has been supposed. Individual growers have part of last year's crop and this year's to carry and must provide for next year's crop. Added to these considerations, the numerous strikes have restricted the sales of leaf tobacco.

The sun-grown crop is curing finely, with no pole sweat so far, and entire absence of white veins. Dealers are offering 1918 packings to the trade. Very little tobacco has been bought in the field this year.

* * *

In Old Kentucky reports are very much more cheerful than they were early in the month. Paris reports rains that greatly benefited the late set tobacco, which now promise a fair or good yield. Woodford and Fayette, on account of rains, have the best crops of tobacco in the Burley district. Around Lexington the growth has been very rapid and the fields look more even. The growing tobacco in the Louisville section looks well, some of it is housed, but the best part of the crop is expected to be in later cuttings.

Official quotations of the Louisville market vary but slightly from those previously reported. The quotations for better grades of dark red are: Trash, $14 and $16; lugs, $18, $20 and $22; leaf—short, $18; common, $20; medium, $22; good, $25; fine, $30 to $35.

Bright red quotations are the same, except for leaf: Short, $24; common, $26; medium, $28; good, $30; fine, $35 and $40.

Old Burley is quoted: Sound trash, $25; lugs, $28; $35 and $42; short leaf, $25; common, $32; medium, $38; good, $44; fine, $50 to $60.

New dark crop, manufacturing is quoted: Sound trash, $11; lugs, $12 to $14; leaf—common, $14 and $16; medium, $20; good, $22.

"Universal" Logic

MORE than a thousand progressive cigar manufacturers have learned the good logic of using Universals in their factories.

From one to four hundred are working in these factories—a total of about four thousand Universals earning big money and producing more and better stock for their owners.

What is good logic for them is good logic for *every manufacturer* employing five or more cigar makers.

Have the Universal demonstrated in *your own factory* on *your own* stock. Then you will *see* why it is a sure profit-maker for you!

Send today for Catalogue and Price List

Manufacturers have learned that

The Universal Tobacco Stripping and Booking Machine

is a real profit-maker because:

One Universal strips as much tobacco in most instances as three hand strippers—saving wages and space.

The stock is better—no tears or curled tips—and very much less scrap.

Cigar makers turn out from 35 to 50 more cigars a day when working with stock stripped and booked on the Universal.

Universal Tobacco Machine Company

79 Fifth Avenue, New York

Factory, 98-104 Murray Street, Newark, N. J.

Two Brands that will Increase Your Business

John Ruskin
IS IT TOO BIG?

Flor de MELBA
The Cigar Supreme

7c. -3 for 20c. 3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

HELMAR
TURKISH CIGARETTES

EVERY mail brings us the strongest voluntary indorsements of Helmar.

Not because they are Helmar — but because Helmar is 100% pure Turkish Tobacco — the Mildest and Best tobacco for cigarettes.

"Bundle" cigarettes, to be sure, contain a "dash" of Turkish — but a "dash" of Turkish, compared with 100% pure Turkish, is a joke.

We are talking plain but it's the Truth.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

NEW EXPORT TOBACCO RATES

Washington, D. C.

New rates on the shipment of tobacco products from North Atlantic ports to the west coast of Africa have just been announced by the United States Shipping Board through the Emergency Fleet Corporation. The ports of destination are divided into four groups: The first group including Dakar, Bissao, Bathurst, Boulama, Conakry, Sierra Leone, Liberia, Ivory Coast, Addah, Togo and Dahomey; Group 2 includes Shorbro, Monrovia, Gold Coast, Lagos, Iddo, and all ports beyond, up to and including Calabar; Group 3 consists of all ports south of Duala, including Congo, except ports mentioned in Group 4, which includes Victoria, Rio del Rey, Duala, Banana, Boma and Matadi.

The rates on tobacco are: Group 1, $23; Group 2, $25; Group 3, $30; Group 4, $27.

The rates on cigars and cigarettes are: Group 1, $28; Group 2, $30; Group 3, $35; Group 4, $32.

C. L. L.

TURKISH TOBACCO REPORT

The American Consul at Constantinople in a recent report on the tobacco situation states that the stock of tobacco in the possession of the farmers in the Trebizond, Platana, and Ordu districts is all of the 1918 harvest and does not exceed 100 tons. It is of fairly good quality of medium-size leaves. Of this stock, 20 tons are for the Tobacco Régie, and the rest is for the market, but probably most of it will be sold as contraband. In addition to the above, the Tobacco Régie has a stock of about 4000 bales (190 tons), and various merchants have about 3600 bales (170 tons).

The tobacco market at present is very unstable and unreliable, as the business is carried on for speculation. People who have money to spare buy tobacco, as there is no other article to invest or trade in. Another drawback is that the Tobacco Régie has not been able, as yet, to re-establish all its agencies, and, consequently, contraband is playing a very important part in the tobacco business. In fact, contrabandists have put up the prices of tobacco, having paid $7.44 to $13 per 16.92 pounds (600 to 1300 piasters per batman), according to its quality and irrespective of its age.

Tobacco, of which the ordinary market price is only $11.16 per 16.92 pounds (9 Turkish paper pounds per batman), sells for $37.20 per 16.92 pounds (30 Turkish paper pounds per batman) for contraband purposes. Under such conditions there cannot be much export business.

The 1919 crop is expected to reach very nearly the figures for 1915. The high prices paid for tobacco have stimulated the farmers in doing their utmost. The greatest difficulty at present is the lack of sheds, especially for the drying and curing of tobacco leaves. Most of the sheds were destroyed during the Russian occupation.

Sidney J. Freeman & Sons, of New York, state that they are having remarkable success with their distribution of the "Little Minister" brand.

Samuel T. Gilbert, president of the Consolidated Cigar Corporation, has been in Detroit recently, visiting the firm's factories.

THE SECRET of a MANILA CIGAR is SUN and SOIL

Nature Is Kind in the Philippines

MANILA Cigars have taken a firm hold on the American Smoking Public for the Reason that they Possess Certain Qualities and Characteristics Born in the Tobacco of which they are Made.

A Soft Warm Sun and a Soil that is Enriched Each Year by the Overflow of the Cagayan River give to the Manila cigar a Natural Aroma and a Mildness that no Artificial Process of Manufacture can Produce.

And More! Manila Cigars are Made by Skilled Hand Labor Employing the Methods only that are best Calculated to Produce Cigars of the Highest Type. They are not Made to be Merely Cheap but to Satisfy the Demand of a Discriminating Smoker for a Mild, Free-burning Cigar of Character.

Considering the Quality of the Materials used in Manila Cigars and the Method of their Manufacture, they are by far the Cheapest Cigars ever Offered the United States Market.

The Spectacular Growth of the Trade in the Past Three Years Proves how Quick the Smokers have been to Appreciate the Manila Cigar. And the Prices Obtained for them at Wholesale and at Retail Convinces the Most Conservative Distributors and Dealers in the Trade of the Advantages in Handling them.

THERE IS PROFIT IN MANILAS

List of manufacturers and distributors sent on application

MANILA AD AGENCY
CHAS. A. BOND, Mgr.
546 West 124th Street, New York

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
GATO
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

5c. Cigars are in Demand
Manila Scraps make a fine full flavored cigar that can be sold for a nickel
WE SELL MANILA SCRAPS; also BINDERS and FILLERS
WRITE US
S. J. FREEMAN & SON 123 Liberty Street, New York

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

ADLON
It's so much easier to sell a Cigar with a distinct individuality behind it.
Every live Dealer knows that.
CASH IN ON
Adlons
10c AND UP
QUALITY JUSTIFIES ITSELF
44 Cigar Co. Inc. Philadelphia

TO STABILIZE DOLLAR

Washington, D. C.

Congressman Husted, of New York, has introduced a resolution in the House of Representatives asking for the appointment by the Speaker of the House of a committee of seven to consider plans for the stabilization of the American dollar. "The purchasing power of the American gold dollar," says Mr. Husted, "has steadily and rapidly decreased during recent years to such an extent that statistics compiled by the Department of Labor show that sixty-seven cents would purchase as large a quantity of the same necessities of life, at wholesale, in 1896, as one dollar would in 1913, the first year before the outbreak of the European War, or that one dollar and ninety-six cents would purchase in 1918.

"This decrease in the purchasing power of the American dollar is due to the instability of gold as a standard of value and its marked decrease in purchasing power during recent years is due to the largely increased supply of gold held by the United States and the inflation of currency and credit rendered necessary by war conditions.

"It is highly desirable to effect the stabilization of the dollar in purchasing power if it can be practically accomplished, in order that the ratio between wages and prices, and salaries and prices, may remain as constant as possible."

CHAMBER OF COMMERCE FOR HAVANA

A plan is apparently assured to form an American chamber of commerce at Havana similar to organizations of this kind at Paris, London, and several other cities.

It is intended to have the work of the organization extend to all parts of the island and to make it a factor of much value in American trade. It is believed that the organization can be of service in matters of transportation, prompt passage of merchandise through the customs, credit, advertising, etc.

The American Minister has been active in bringing about the new organization, in the interests of which the first meeting was held at the American Legation and attended by more than one hundred American citizens. At this meeting, held on July 15, 1919, a temporary organization was effected, and at an early date it is expected to complete the organization and secure suitable quarters and a permanent secretary and such other assistants as may be required. The consulate general is taking an active part in the new project and will be able to render assistance and to co-operate with it in many ways.

CONGRESS CIGAR COMPANY IN PHILADELPHIA

The Congress Cigar Company, formerly of Chicago, Ill., has removed its headquarters to Philadelphia, and will be located in this city permanently. They have opened a factory at 247 South Third Street.

Sam Paley, president, and his son, Wm. Paley, are living temporarily at one of the hotels here until they can find homes for their families.

Mr. Paley states that the move has been contemplated for some time, but that labor conditions in Chicago hastened his determination to find a new location at once.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PONILA:—41,286. For all tobacco products. April 9, 1919. Compania General de Tabacos de Filipinas, New York City.

SIR DAVID:—41,287. For cigars, cigarettes, etc. August 23, 1919. Pasbach-Voice Litho. Co., New York City.

SAVARD:—41,288. For cigars. August 21, 1919. Joseph E. Savard, Boston, Mass.

FINGER LAKES:—41,290. For cigars, cigarettes and tobacco. August 26, 1919. Freshman Cigar Factory, Auburn, N. Y.

ROBERT MASON:—41,291. For all tobacco products. August 22, 1919. Moehle Litho. Co., Brooklyn, N. Y.

WEIDEFRIES:—41,292. For all tobacco products. August 23, 1919. Adolph Frankau & Co., New York City.

BUFFALO BUTTS:—41,293. For chewing and smoking tobacco. June 23, 1919. Harry Krantz, Buffalo, N. Y.

GARCIA VISTA:—41,295. For all tobacco products. August 28, 1919. American Litho. Co., New York City.

LOUIS THE FIFTH:—41,296. For all tobacco products. August 30, 1919. Pasbach-Voice Litho. Co., New York City.

THOMPSON'S CIGARS:—41,297. For cigars. August 30, 1919. Thompson & Co., Inc., Tampa, Fla.

THOMPSON & CO.'S CIGARS:—41,298. For cigars. August 30, 1919. Thompson & Co., Inc., Tampa, Fla.

THOMPSON & CO. CIGARS, TAMPA, FLA.:—41,299. For cigars. August 30, 1919. Thompson & Co., Inc., Tampa, Fla.

TUBALCAIN:—41,300. For cigarettes. August 7, 1919. Velasco & Co., New York City.

LIBERTY PARK:—41,301. For all tobacco products. September 2, 1919. H. Kolodner & Co., Baltimore, Md.

KARMA:—41,289. For cigars. August 25, 1919. American Box Supply Co., Detroit, Mich. This trade-mark is claimed to have been in actual continuous use since 1893, when it was first adopted by H. W. Bradley, Romeo, Mich., from title which was derived by registrant through several transfers.

TRANSFERS

PURPLE ROBE:—16,230 (Tobacco Leaf). For cigars and cheroots. Registered January 16, 1899, by Bucher & Bucher Co., Dayton, Ohio. Transferred to H. A. Brewer, Indianapolis, Ind., July 31, 1919.

LA BARCAROLA:—1876 (Tobacco Journal). For cigars. Registered April 5, 1884, by L. E. Neuman & Co., New York City. Transferred to F. A. DePilis, New York City, August 27, 1919.

PARK CIRCLE:—41,267 (T. M. A.). For all tobacco products. Registered August 9, 1919, by Petre, Schmidt & Bergman, Philadelphia, Pa. Transferred to H. Kolodner & Co., Baltimore, Md., August 13, 1919.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given that an application has been filed with us for the registration of the following trade-marks and that same will be registered, unless we shall be advised of the existence of any valid prior rights thereto by written notice, setting forth specifically the basis of such claim on or before the registration dates set opposite the trade-marks.

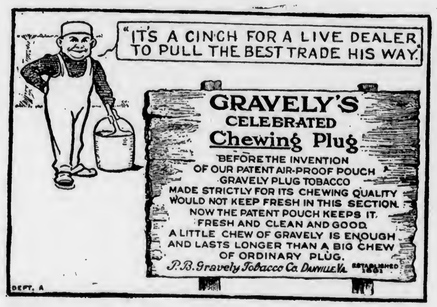
TOBACCO MERCHANTS' ASSOCIATION,
5 Beekman St., New York City.

PADEREWSKI—September 11, 1919.
OSCAR HAMMERSTEIN—September 11, 1919.

Oscar C. Hene, widely known in the cigar trade, and for many years manager of the cigar department of Austin, Nichols & Co., New York, died recently at Belmar, N. J.

TOPIC
HAVANA CIGARS
10 cents and up
The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : :
Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" eight cent cigar two for fifteen cents

For Gentlemen of Good Taste
San Felice
7c Cigars
The Deisel-Wemmer Co.,
LIMA, O.


"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

Well Bought Is Half Sold

By Frank Farrington

(All Rights Reserved)

THE first person to whom your stock is sold is yourself and the easier you buy, the harder it will be to sell. Easy buying nearly always makes hard selling. The more care you use in choosing your lines, the less effort will be required to sell them.

Cigar dealers who buy in the easiest way just leave it to the traveling salesman to set down in his order book about what he thinks is right. They take the salesman's word for the relative salability of the items and the salesman cannot be blamed if he puts down the items he wants to sell rather than the items the dealer wants to buy. We are all looking out for our own interests to a great extent, even when we realize the importance of making the customer's interests our own.

It is your business as a cigar dealer to know what you can sell in your store to the best advantage and if you, right there on the spot and familiar with the trade, cannot tell what your trade wants, how can a stranger from out of town know better than you? No manufacturer, no jobber or distributor, no traveling salesman can tell as well what your trade will take as you can—if you are properly informed. But you must keep in mind that little "if." You must make it your business to be well informed. If you are not, then you may do well to trust to the judgment of the wise outsider.

One thing is inevitably true of careless buying, leaving it to the seller's judgment. You eliminate any chance for developing an individuality for your shop. Your own personal judgment has no place in the selection of the stock, so the place of business has nothing about its stock that makes it in any way different or better than any other shop.

It is especially worth while for a cigar dealer to give his shop an individuality, to make it look different from the rest, making it unique in some characteristics so that it will be liked. We cannot get up any enthusiasm over the cigar store that comprises just the typical features that we see in all other such stores. Put something into the service you give, into the arrangement of your place, into the selection of stock that will make customers think of you as the dealer they like best to patronize.

When you buy with care and intelligence and buy such goods as will give your stock the class and the appearance you want your business to reflect, you get together a line that will not have the cut-and-dried look of the place stocked by the manufacturer or jobber who turns out complete stocks just as single cigars are turned out, by the quantity and all alike.

I do not mean to cast any reflections upon the judgment and certainly not upon the fairness or honesty of the salesman who comes in to sell to you, but it must be admitted that his point of view is primarily going to be the point of view of the seller, not of the buyer. He is out to sell the things he has in his line whether they may be things that fit into your scheme best or not. If he is wise, he will look out for the interests of his trade, but wise or unwise, he is there to make sales and you have to use your own judgment and buy according to your own plans if you wish to develop a business that will be something more than a mere offering for sale of an assortment of smoking material.

There are mighty few traveling salesmen who are going to hold you back from buying a cigar brand of them just because they know that some other house has them beaten a little on quality or appearance along that line.

The dealer right on the ground, knowing his own trade personally and intimately should be better informed about what that trade wants, what will sell best, than any salesman from the outside, even if the latter is possessed of the best intentions in the world.

As to quantity, there are certain advantages worth considering in buying in original packages, in even dozens or thousands or cases. Sometimes you get a better price; sometimes you get quicker shipment; sometimes the goods come through in better condition. But whatever the advantages of buying in that way, you have to think of the selling side of the deal and buy in the way that is going to make selling easiest and fastest.

Buying is no joy ride. It is harder work than selling, and a day spent in buying stock is a harder day's work than the hardest day spent behind the counter waiting on customers. Buying requires closer attention and a better application of knowledge and experience.

There can be no guessing about your buying if it is to prove successful. The more you guess in your buying, the harder you will have to work at the selling.

When you are buying, make use of the opportunity to get all the information you can from the salesman about the line, both the items you buy and those which you might some day want to buy. You know your trade better than the salesman knows it, he knows the goods better than you know them. He should be able to tell you all about the production of the goods, the kind of tobacco, where and how it was grown, the class of workmanship employed in developing the finished product. Make it your business to get from the seller all the information you can get. This will help you in selling.

The salesman can tell you what is selling well elsewhere under conditions similar to your own. He may be a little too much inclined to show you his order book and to quote So-and-so of some other town as having bought so many of these cigars, but you can pass that by and try to find out instead of what others are buying, what they are successfully selling.

Get all the helpful information you can from the traveling man, but don't leave it to him to make up the order. If you do not know better than he does about what your trade wants and will buy, you have a lot to learn about your business and you ought to be learning it.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Naturally you should keep a "Want book" in which to set down the items of stock that get short. No dealer can keep his stock needs under his hat and find them when he wants them. The time when you want to know what you need to buy is when you are making up an order and unless you are a graduate, with honors, from a memory training school, you cannot expect to sit down and on demand name over all the items you have in the past week discovered should be ordered at once.

In addition to keeping a want book list of the things you have found yourself getting short of, you ought to make your trade paper an aid to the want book, looking through the advertising pages of each issue and setting down the items that seem to be of interest, with a view of finding out more about them from the proper traveling salesmen. Don't confine the contents of your want book to the items you have absolutely decided to purchase, but set down the things you want to discuss with the traveling man, or about which you want to write to the manufacturer.

If you try to order from memory, you will find that you will duplicate goods already in stock and you will omit goods out of stock. You will go wrong all along the line, and it will mean a loss of customers and a loss of sales.

Don't let your inquiries for information about goods wait until you need the goods or are all ready to buy. Write to manufacturers in advance and get a line on what they have to offer. Even write a letter to the editor of your trade paper and inquire about anything new. You will find the trade journal people ready to help you in every way and if you do not avail yourself of their services, you will lose part of the benefit you pay for in subscribing.

To be informed about the goods you want to buy is to make it much more likely that when a salesman comes along you will get his best service and his best propositions.

Waiting until the last minute either in getting information or in doing the actual buying is a mistake, and it always works a disadvantage. And any disadvantage for you is apt to be an advantage for your competitor who may not have waited.

When you are planning your orders, give personal and individual regard to your customer list and consider how many customers you have who are possible purchasers of this or that high-priced or peculiarly valuable item.

Many a case of overbuying on something that looks new and attractive might be prevented by advance effort, by getting advance information. When you consider your trade as a whole, you think there may be a sale for almost an indefinite number of a certain style of pipe, but when you come to go over in mind the actual prospective purchasers, you may discover that the number is definite instead of indefinite and it shows that a proper purchase is not as large as we contemplated.

It is a good plan, when you buy, to buy with certain customers in mind. If you stock a cigar that is high priced, but one you know will just suit the taste

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

of several men you have in mind, the chance of developing a sale on it is better than buying a brand which is just like several you have and is not fitted to get the trade of any special class of smokers. When you know of no one who would be interested in taking up the regular use of the brand you contemplate buying, don't buy. Think before you buy instead of after.

You need not be afraid to buy high priced stock if you have customers who have the money to pay for such smokes or if you have customers who like to plunge once in a while and get something exceptionally good. There are more instances, I believe, where dealers are stuck with unsalable stock of trashy quality than where their money is left tied up in quality cigars. Good quality goods will always sell for something and can at least be closed out with a trifling loss or none, but poor quality cigars may not be salable at any price.

The trouble with a good many dealers who have overloaded themselves with slow-selling or non-selling stock, is that they have not made use of the knowledge they possess. In other words, they have not used their best judgment. They perhaps have not stopped to consider what was good judgment, but have bought on impulse alone. When a man finds that he is getting into the habit of buying on impulse, without proper consideration, the best thing he can do is to educate himself out of that way of doing business. The impulse method is not going to lead you to success.

One thing to be avoided in buying is something of a novelty. Because one lot of a new brand of cigars goes off quickly, it does not necessarily follow that another lot will go as quickly. Consider whether the first lot has gone in single sales to a large number of smokers who have not repeated more than once or twice, or whether it has gone to relatively few men who have stuck to the brand. Go slow on reorders unless you have a real following for the brand.

Selling cigars is different from selling things like pianos or tractors. The success of the business is not in selling once to a large number of men, but in selling repeatedly to a limited number. It is the steady trade of your patrons that counts in your field. But bear in mind that out of a hundred regular buyers of one brand today, a week from today will see an appreciable proportion gone to other stores or other brands. You cannot count on holding smokers to any brand indefinitely. You must either develop new trade on the brand or you will find it desirable to reorder in decreasing lots.

Buying is, no doubt, more a matter of judgment than of absolute rule, but judgment must be founded on facts and those facts must be gleaned from the actual business previously done.

Don't sign an order for goods without knowing what you have on hand in that line. Never guess at it. The traveling man may be in a hurry. He may not want to wait for you to look over your stock, if you were not systematic enough to have a want book or stock book that tells the story. You may want to accommodate that particular salesman so he can catch his train. All right, go ahead and accommodate him, but remember that it is better business to consider your own success first.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

Up-State Notes

John Ryan, of Mahanoy City, is sticking to popular brands and at present is featuring the "El Yutan" cigar.

William Kearney, of Wilkes-Barre, is about to open another retail store. This will be the fifth in his chain.

The "Antony & Cleopatra" line is making many friends and new customers for I. Steinfeldt, of Lancaster.

The Booth Tobacco Company, of Columbia and Lancaster, report a steady growth of their jobbing business.

Clyde Shissler, of Simon Shissler & Son, Lancaster, has been in Philadelphia this week looking after cigar stocks.

William Freeman, retailer of Scranton, reports that the "Gladstone" cigar is proving one of the best sellers in his line.

Young & Busser Company, retailers and wholesalers in York, are adding new customers with the "El Yutan" brand.

Frank Scheuerholtz, of Honesdale, reports an excellent demand for the "Hoffman House" cigars, which he is featuring.

Jack Thomas, jobber of Nanticoke, is going strong with the "Chancellor" brand, put out by Dusel, Goodloe & Company, of Philadelphia.

Weeks Brothers, wholesalers of Pittston, have devoted their attention recently to the featuring of "El Yutan" cigars, with excellent results.

Harry Sperling, of the Sperling Tobacco Company, Wilkes-Barre, has been spending a very pleasant vacation at the Breakers in Atlantic City.

John Goeser & Company, wholesalers of Hazleton, with branches in Tamaqua and Danville, in addition to their cigar line are doing a fast growing business with candies.

The York Wholesale Grocery Company, Incorporated, is a new concern, which has entered the jobbing field with a cigar department. Mr. Ettline will be in charge of the cigar business.

Donovan & Bressler Company, retailers and wholesalers, of Williamsport, have a most capable manager of the jobbing department in Frank Dooley. He believes that the man "with the smile" wins. Anyway they are doing a splendid business, and Mr. Dooley is always there with the smile. The retail department is in charge of Mr. Kellar.

I. Laub, of Hazleton, is a live jobber who is doing things with a number of national sellers.

The Liberty Cigar Shop in Wilkes-Barre is doing a growing business, says proprietor Harry Lenahan.

Ed Brown, of Dusel, Goodloe & Company, is back on the job, and is again giving his up-State customers the "once over."

Harry Grover, of Hazleton, reports that his jobbing business is feeling the stress of the times. More "El Yutans" would help a lot, says Harry.

Samuel Kocher, a cigar manufacturer, of Wrightsville, Pa., died last week. Mr. Kocher was seventy-four years old and widely known in the State.

The Wilkes-Barre Cigar and Tobacco Company, of Wilkes-Barre, is featuring the famous Bobrow Brothers' national eight-cent brand, namely "Bold."

THE AUSTRALIAN TOBACCO INDUSTRY

With the object of stimulating the tobacco industry in Australia tobacco companies, says a Sydney publication, have made an offer to the Commonwealth Board of Trade to purchase 2,000,000 pounds weight of Australian-grown flue-cured tobacco each year for three years, starting from the date when the first year's product is marketable. The prices offered range from 6d. (12 cents) to 1s. (24 cents) per pound for bright and dark; 1s. 6d. (36 cents) for dark; 2s. (48 cents) for bright mahogany, and 2s. 6d. (60 cents) for lemon color. The acting president of the board of trade states that those prices were highly satisfactory from the growers' point of view. Certain recommendations contained in a preliminary report of the board of trade had been approved by the Cabinet subject to State co-operation. The board was desirous that a conference of State experts should be held to secure co-operation. For some years past the board has been considering many suggestions for encouraging the industry. Included in these was the payment of an export bounty, scientific research to eradicate blue mold, and selecting assistants from each tobacco-growing State to visit the United States and obtain a working knowledge there for training Commonwealth growers.

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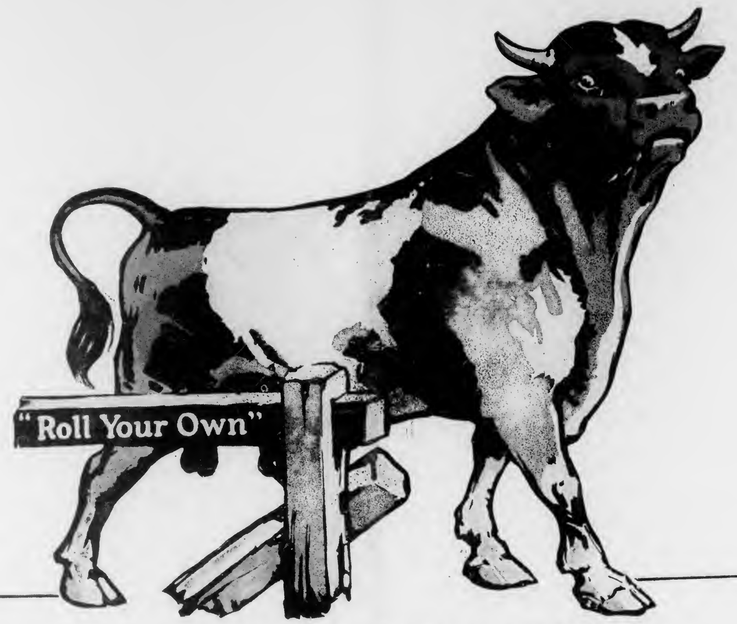

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VOLUME 39 NO. 19

The TOBACCO WORLD

OCTOBER 1, 1919

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The Tobacco World

Established 1881

Volume 39 October 1, 1919 No 19

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Volume 39

THE TOBACCO WORLD

Number 19

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, October 1, 1919 Foreign $3.50

Milwaukee Settles Strike, Local Conditions Improve, New York Manufacturers Stand Firm

Milwaukee, Wis.

MILWAUKEE cigar manufacturers settled with the striking cigarmakers and they began work again on the 15th. The cigar manufacturers gave advances in the scale amounting to from 20 per cent. to 30 per cent. on various sizes. The cigar manufacturers have retained the right to maintain an open shop, although they will offer no objection to the union endeavoring to make members of any or all the non-union cigarmakers they may employ, if they can do so.

The cigar manufacturers in Milwaukee are far behind in their orders and more are piling up daily with little chance of the factories turning out more than a normal production.

One of the strikers' committee stated that he did not think a cigarmaker should work at a bench more than six hours a day, and he made the statement seriously. The cigar manufacturers, however, felt that if the settlement was to be made on the basis of a six-hour day the factories might just as well remain closed. The eight-hour day was finally conceded.

Detroit, Mich.

Every effort is being made by local manufacturers to keep up the cigar production, and all of the factories are working to capacity. Some agitators have made their appearance in Detroit and trouble may result, although the cigar manufacturers are making every effort to keep their help satisfied.

Cincinnati, Ohio.

Cigar factories in Cincinnati are working to the limit and every manufacturer has more orders on hand than he can possibly fill this year. The demand for cigars is exceeding all previous records. A big week is in prospect with the World Series Baseball Games, racing at Latonia, automobile racing and two musical comedies in town. The Chamber of Commerce is advertising for vacant rooms in private homes to take care of the crowds, and every hotel has notices posted in each room to the effect that the room is engaged for the week beginning September 29, and that it is rented to the occupant with the understanding that he will give it up on or before that date. Needless to say the town is already overflowing with visitors, and the cigar business is enjoying a tremendous boom.

New York City.

The meeting held here last week between a committee of the striking cigarmakers, and a committee of cigar manufacturers was without results, except to further emphasize to the cigarmakers that the fact that some of the cigar manufacturers had agreed to meet them was no indication of a change in attitude on the part of the cigar manufacturers.

At a meeting held by the cigar manufacturers on the 22nd, a vote to adjourn for thirty days, which was carried almost unanimously, dispelled all hopes of a reconciliation for the present.

Cleveland, Ohio.

Some of the cigar factories in Cleveland are closed on account of strikes by the girl cigarmakers, who are demanding 50 per cent. increase. While other factories are working, due to increases having been given a few weeks ago, there is a feeling that further trouble may develop and a complete tieup of the factories result.

The local situation shows improvement, the average number of workers at their benches at the various factories during the past week being higher than any previous week since the strike. There seems to be very small chance for the strikers to win anything, and on the other hand they stand most excellent chances of losing everything. They may temporarily curtail production, but at the same time they may permanently eliminate their chances of getting their old jobs back.

It has only been a question of time before mechanical devices would have eliminated the skilled cigarmaker in larger factories, but during the evolution the cigarmaker would have had an opportunity to advance to more important work, so that every worth while employee would have benefited by the change. The strikes in various parts of the country are compelling many manufacturers to take up any mechanical means available to facilitate the production of their cigars. With the strikes tying up skilled workmen, the opportunity is opened to unskilled labor. More than one manufacturer is rebuilding his cigar factory from the ground up with new methods. The fact that these manufacturers are getting only a curtailed production means very little, for with the strikes in various sections they would have been getting little, if any, production anyway.

Cigar Shortage Felt In Middle West

THE condition in the jobbing trade in practically every line is that the goods are sold a month or more before they reach the distributor. This applies to the cigar jobber as well. In houses where a slate is kept showing the goods that are out of stock, an extra slate is needed to mark down the brands and sizes of which there is a shortage.

Cigar manufacturers are quite unable to supply the demand. Throughout the Middle West the condition is unprecedented both in the manufacturing and jobbing fields.

The jobbers in the Middle West who, a few months ago, sat tight in their seats and refused to buy, predicting a decrease in price, are now glad to get cigars at any prices. Almost every manufacturer who has raised his prices admits that the reply has been, "ship cigars, prices all right."

In the early part of the year the trade papers and cigar manufacturers urged the jobbers to continue buying. When the revenue increase became effective jobbers still held off, promising that prices would decline. Manufacturers continued to state that there would be no decline for some time, and in no case until the old high-priced leaf had been used up. Jobbers seemed to think this was a camouflage.

The Government said, "Buy Now, But Buy Wisely." Many firms said we will buy only what we absolutely must have. The retailer with less information to go on than the jobber, said the same thing.

You can go to any jobber or retailer today and ask for a size, or in some cases any size, of a brand and find out that he has none in stock, and his chances of getting any quantity between now and the holidays are slim.

When strikes first began to make their appearance last May, the trade began to bite its finger nails and look anxious, and it has been looking anxious ever since. The manufacturers may not have anticipated the strikes when they urged jobbers to order, but they "had a feeling" that in the fall cigars were going to be scarce.

By no chance can the cigar production come anywhere near supplying the demand for the balance of the year. Jobbers who have heretofore been particular about the brands and sizes that they ordered will be lucky to have any brands or sizes.

This is a severe blow to both the jobbing and retail trade, as well as to the manufacturer, for profits depend upon volume, and curtailed sales mean less profits. With the retailer and jobber it is a serious matter for them to be extremely short of stock, particularly where their business is almost entirely cigar trade.

Cigar manufacturers are not going to raise their prices one cent more than necessary, for obvious reasons, but prices are advancing and may advance still further. So long as the cigar manufacturer must exert every effort to get production, so long will the matter of price be of secondary importance.

The holidays this year may be not only extremely dry, but unusually smokeless as well.

It is stated that the cigar production for the calendar year is already more than a billion cigars short of the figures for the same period last year.

The prohibition law has undoubtedly added greatly to the sale of cigars, and there is certainly a continually increasing consumer demand.

Jobbers are riding around on sleepless sleepers hunting for cigars, and manufacturers are spending sleepless nights trying to figure out how they are going to get more production without turning over their factories and capital stock to the cigarmakers.

But despite the great shortage of cigars, the jobbers and retailers are almost solidly with the cigar manufacturers in their stand against unreasonable demands on the part of the cigarmakers.

Cigar Box Shortage Becoming Acute

ONE great problem that is facing cigar manufacturers is that of procuring packages. Cigar box factories are swamped with orders and the manufacturers face a condition similar to that of the cigar manufacturer. There is a great scarcity of help, and here and there factories are almost completely tied up either because of strikes or inability to get help. Wages have been advanced to the cigar box workers, but there seems to be no end to their demand. Cigar box prices have advanced and there is no guarantee that they will not advance again. When production becomes paramount to price, the price will have to be paid.

During the war the enormous prices paid for almost every kind of work were due to the dominating influence of production, the chief end to be obtained. After the war manufacturers have no longer been able to operate on such an extravagant basis and price has been the chief object, every effort being made to get production economically.

There seems to be, however, an ever-increasing demand for production. The cry is for goods. Labor has not overlooked the opportunity that this condition presents. It looks as if once again production will become paramount to price for a time at least. Those who want the goods will have to pay for them. And the man with poor credit stands the poorest chance of getting his supplies.

The cigar manufacturer who stands on the right side of a cigar box manufacturer today may thank his stars for his foresight—or good luck. Few cigar box manufacturers want new accounts and most of them are sweating blood to take care of their old customers.

We heard a cigar box manufacturer last week turn down an order for 30,000 boxes after he had been told to make his own price.

Booming A Retail Tobacco Business

By Robert F. Salade

MANY retail tobacco dealers could greatly increase their volume of business by paying closer attention to the matter of service. With the exception of the corner drug store the average "smoke shop" is the most popular and useful place in the neighborhood, for the reason that it is generally open for business every day and evening, Sundays and holidays, and usually it offers a desirable service to the public which is not to be had at other local stores.

For instance, when you are visiting a strange town or city you may have occasion to use the telephone, and when a drug store is not to be seen, the next place you think of as likely to have a telephone is a cigar emporium. You will not have much difficulty in finding a cigar store, no matter what town or city you may be in, and ten to one, the tobacconist in charge will allow you to talk over the wire. If he be a progressive business man, he will greet you pleasantly, saying something about the weather, of course. Immediately you feel "at home." After telephoning, you step in front of the counter and buy a few cigars. The dealer's winning smile leads you to say a word or two. Soon the dealer and you are talking away like a couple of old friends.

During the past summer, on an exceedingly hot afternoon, the writer was passing through a small country town of Pennsylvania. It was one of those days when a traveler simply had to have some kind of a cold drink, but judging from the appearance of the half-a-dozen stores along the main street, no drink was to be had here for love or money. Even the lone drug store was shut tight for the afternoon at least, and if the town boasted of a hotel, none was to be seen in the "business section."

When just about to leave this quiet burg, the writer noticed three ruddy-faced youths coming down the main street. As the young men drew near, I asked one of them if there was such a thing as a cool, soft drink in the place.

"Surely," was the ready answer. "You can get near-beer and all kinds of soft drinks at Allen's cigar store. We're going over there now. Come along and we'll show the way."

Allen's cigar store was located on a country road about two blocks away from the main street, and it proved to be a wonderful shop, indeed. The front part of the "sales-room" was spacious, and here were a number of tables and plenty of chairs, but all of the chairs were occupied by young men and women who were enjoying a good time eating ice cream or drinking beverages. Here, evidently, congregated the young folks of the town, and while the Allen's were busy serving ice cream and non-intoxicating drinks, the local pharmacist and the other storekeepers were doubtless reposing in dreamland.

Mr. Allen, a pleasant-looking, middle-aged man of the rural type, hurried into a back room and brought an extra chair for the writer.

"Warm day, isn't it?" he said. "Make yourself perfectly comfortable. Here's a fan. We have fresh peach ice cream today, or strawberry, cherry-custard or chocolate, and believe me, it's the real thing. We also have ginger ale, lemon soda, sarsaparilla, and the best near-beer that ever quenched the thirst of man."

Had there not been so many ladies present, I would have perhaps taken a chance on the near-beer, but not wishing to set a bad example, I ordered ginger ale, and it proved to be the finest drink that I had ever enjoyed, probably on account of the hot day.

Soon afterwards I gave a repeat order for the ginger ale, and while resting I gazed around the store to see what other merchandise was offered for sale. It was truly a remarkable house, considering that it was situated in a very small town. There were several glass cases stocked with all the popular brands of cigars and cigarettes. On the shelves in back of these cases were pound and half-pound tins and jars of well-known tobacco, boxes of cigars, pipes, stationery and fancy paper goods. On the opposite side of the room were three glass cases stocked with a great variety of chocolates, bon-bons and candies. On the tops of these cases were tempting displays of chewing gum, "Tabs," chocolate nut-bars, "Buds," mints, and other small confections of this variety. The shelves in back of these cases were filled with boxed candies in all the standard sizes.

The dealer's daughter, a pretty miss of about seventeen (the patrons of the store all called her "Annie"), was kept continually busy waiting on people at the candy counter, and the way those country boys and girls spent money for sweetmeats would lead one to believe that the talk about the high cost of living is only a joke. They spent their money freely, and within a short period the writer noticed at least half-a-dozen pound boxes of candy pass over the counter. Everybody stopped in front of the candy "department" and bought smaller articles such as "Tabs," chewing gum, "Buds," chocolate bars, etc.

And while the writer watched these country folk laughing and chatting away over their ice cream or soft drinks, the thought came: It is indeed good for the American people that the saloon is rapidly passing. Let the young folk (and the old folk, too) eat all the ice cream they may want and no harm will be done. Let them eat plenty of candy, for good candy is food, and it will make people all the more healthy. Then, another thought came: With the passing of the saloon, the ice cream, soft drink, and candy businesses are bound to increase tremendously, and the retail tobacco dealers who do not "reach out" for their share of this trade are simply losing an opportunity to earn a lot of money.

Now, we do not mean to hint that the cigar stores of the large cities should be run on the same plan as the country tobacco shop which has been referred to, but we do suggest that all dealers should try to offer the same kind of *service* as that offered by Allen. The stranger may buy postage stamps in Allen's store, he may write a letter there, he may use the public telephone. Allen's place offers the tired stranger more enjoyment and comfort than is to be had at some of the big hotels. Allen has that friendly manner of greeting a stranger that makes one feel that there are good, kindly storekeepers in this hard, old world after all.

A friendly greeting and a pleasant smile goes under the heading, service. The tobacconist, or any other merchant who knows the value of this service and who makes the proper use of it, will quickly win an army of patrons.

Here is another viewpoint of the service idea: A certain young tobacconist of Philadelphia makes it a rule to study the likes of each one of his regular customers. For example, he notes that Mr. So-and-so always asks for the "Bo-Jo" cigar, light color, and in the londres size. The dealer keeps this fact in mind, and whenever Mr. So-and-so comes in, a box of his favorites is handed over before he has a chance to say a word about them. That's *service.*

At the psychological moment the dealer hands over a newly-opened box of "Bo-Jo" cigars—right color and proper size—and ventures something like this:

"Beauties, aren't they? Just arrived this morning, fresh from the factory. Would you like to have this box? You save about one cent on each cigar by buying the whole box."

That's more *service.* The customer appreciates the dealer's interest even if he doesn't buy the box, but in many instances the customer does take the box, and often returns for the second and third box.

Another dealer has been successful in building up a large business by means of special sales. Every day a "special" of some kind is offered, and a display of the goods in question is arranged in the bulk window of the store. For example, one of the recent "specials" consisted of pipes, several different sizes and styles, priced at a certain figure for the one day only. It was a handsome display with the floor of the window covered with dark blue velveteen, artistically tufted, and with more than one hundred of the pipes laid out in seemingly a careless way on the velveteen. Set up in the center of the window was a neatly-lettered sign, reading:

YOU NEED ONE OF THESE
FIRST QUALITY PIPES
Take Your Choice
Special Today
$1.00

Another "special" consisted of cigars, in boxes of fifty, the customer having the choice of three different colors—dark, medium and light. A pyramid was built with about one hundred of the boxes, and in front of the pyramid were placed several opened boxes showing the cigars in the various colors. Small signs containing the words, "Dark," "Medium," and "Light," were placed on the opened lids of the boxes containing the goods of these colors. This was only a small matter of detail, and yet it helped in making the display interesting.

Among the other "specials" which have been featured in this window were the following: Chocolate Nut Bars, "Buds," Salted Peanuts in small paper bags, pound cans of smoking tobacco, cigarettes—three packs at a special price, pound boxes of chocolates, playing cards, and boxes of writing paper. People who pass this store every day have formed the habit of watching the window for the "Daily Special," and many women take advantage of specials in candy, stationery, etc., while the men folks seem to like sweetmeats as well as cigars, cigarettes and tobacco. But, doubtless the men buy the sweets for their families. Who knows?

Leaf Costs Reflected In Import Figures

Washington, D. C.

A GOOD idea of the increases that have occurred in tobacco costs can be gleaned from figures just se cured by the Washington Bureau of THE TOBACCO WORLD from the Department of Commerce. Although our imports of leaf during the first seven months of 1919 were practically the same as those of the corresponding period of 1918, the value was more than sixty per cent. greater. During the first seven months of 1918 we imported 50,993,768 pounds of leaf tobacco. It cost us $29,204,802. During the first seven months of this year we imported 50,726,687 pounds. But this year it cost us $47,639,686.

The figures show that imports of filler and other leaf fell off something like three million pounds this year, as compared with 1918, but that imports of wrapper leaf more than doubled. During the seven-month period ended with last July, we imported 3,432,234 pounds of wrapper leaf valued at $5,544,359, and 46,743,779 pounds of other leaf, valued at $41,970,706.

In order that readers of this paper may have an idea of where the cigars they sell come from, there is appended tables showing the imports of tobacco for the seven-month periods ended with July of 1917, 1918 and 1919. These tables are of interest, because they show how the tobacco markets of the world shift from one country to another; the Netherlands, for instance, have lost their position as the leading source of wrapper leaf, and the bulk of this leaf now comes direct from the Dutch West Indies. Similarly, Greece in the last few years has become the main source of other leaf, although before the war imports from that country were negligible.

	Pounds.		
Wrapper leaf:	1917	1918.	1919.
Netherlands,	720,206	1,315	3,848
Canada,	41,956	11,747	318,236
Cuba,	74,115	138,909	22,157
Dutch East Indies,	2,726,282	1,084,659	3,087,706
Other countries,	58,973	25,180	287
Other leaf:			
Greece,	2,469,684	13,159,546	16,101,620
United Kingdom,	62,536	1,233	94,146
Mexico,	45,227	277,756	2,566
Cuba,	14,790,638	13,421,364	13,870,084
Dominican Rep.,	1,314,363	7,230,404	4,331,922
Other countries,	4,975,334	15,757,655	12,355,441

C. L. L.

Organization Planned To Resist Reform Movement

Cincinnati, Ohio, September 27, 1919.

AT a general meeting of the tobacco trade in Cincinnati on the 24th, a movement was started to form an organization to combat the propaganda of the anti-tobacconists. The attendance was large, and was composed of growers, leaf dealers, retailers, jobbers, manufacturers, and even consumers. A message was brought to the meeting that associations in other parts of the country are awaiting the action of the tobacco trade in Cincinnati, and that they will affiliate or form branch organizations to combat the efforts of the reformers.

Dr. W. A. Gardner, of New York, who has been in Cincinnati for several weeks, appeared before the session and explained the necessity for a permanent consolidation of all allied tobacco interests. Dr. Gardner emphasized the fact that the Parent Teachers' Association is spreading the propaganda against the use of tobacco among the children of the public schools, and that in this way an educational campaign is being carried into the homes of every community.

A letter was read from Anthony McAndrew, president of the Tobacco Workers' International Union, in which he stated that resolutions seeking to protect the rights of individuals to use tobacco as they see fit and for the purpose of voicing protests against the prohibition of tobacco with United States Senators and Congressmen as well as legislators in the different States, were adopted by the United Mine Workers of America in convention at Cleveland recently, and by the Street Car Men's Union of Chicago, at a meeting held last week. Mr. McAndrew is now in Canada, where he is continuing his efforts to secure the support of union labor for the new movement.

Joseph A. Strobl, president of the Cincinnati Cigar and Tobacco Association, offered the services of his organization, to be used as a nucleus for the formation of a new body including all allied interests. A resolution introduced by Dr. Gardner, however, outlining a definite plan of organization, was finally adopted unanimously and the chairman was authorized to appoint committees on constitution and by-laws, organization and finance.

According to the plan of Dr. Gardner the name of the new organization may be The Allied Tobacco League of America, the object of which will be the promotion and preservation of the tobacco industry of the United States. A president, five or more vice presidents, secretary, treasurer, managing director and general council is provided for. Also an executive committee, to include all officers and one member from each branch of the industry. Standing committees will include those on organization, constitution and by-laws, finance, publicity, affiliated interests and legislative. It is recommended that the league be incorporated under the laws of the State of Ohio and that a permanent main office be opened through which the territory to be included in the work of the league may be controlled.

Prominent among the speakers who addressed the meeting yesterday was Chas. B. Wittrock, who organized and became the first president of the Cincinnati Cigar and Tobacco Association three years ago. He called attention to the urgent necessity of close co-operation of all members of the trade at the present time, if the evils which threaten the great tobacco industry of the country are to be successfully combated. The movement opposed to the prohibition of tobacco, he said, should be national in its scope, and should have its start in the heart of the tobacco growing sections of the Middle West, of which Cincinnati is the logical center.

Emmett Orr and Robert E. Dunden, Louisville newspaper men, stated that tobacco men of that city are awaiting the action of the Cincinnati trade in order to become affiliated in the new movement or form a branch organization for the purpose of co-operation. It was the consensus of opinion of those who attended the meeting that the first part of the educational campaign should be directed at the grower of tobacco, who is, generally speaking, uninformed as to the nature of the propaganda threatening his means of livelihood.

Another meeting is to be held on September 29th.

IMPORTATIONS OF SUMATRA

H. Duys & Company, 170 Water Street, New York City, announce to the trade that what is practically the balance of the 1918 crop of Sumatra tobacco to be imported, has arrived on the steamer "Van Overstraten," and samples representing these importations may be inspected at their offices.

MORE TROUBLE THREATENS TAMPA

Tampa, Fla.

There seems to be no end to the troubles of the cigar manufacturers in Tampa. The wrapper selectors have finally agreed to accept a scale which is equal to about a hundred per cent. increase over the former prices.

Now, the pickers and packers are threatening trouble and demand that their wages be increased twenty-five per cent.

LEAF TOBACCO REGULATIONS POSTPONED

Supplementing their Special Bulletin No. A-21, issued under date of August 21st, the Tobacco Merchants' Association announces the following telegram: "Washington, D. C., September 18, 1919: Effective date, revised leaf tobacco regulations postponed until November 1st.

O. H. BANGHART TO VISIT EAST

Oscar H. Banghart, formerly secretary of T. J. Dunn & Company; vice president of Hyman Brothers & Lowenstein, and of A. S. Valentine & Son, has disposed of his interest in T. J. Dunn & Company, and is arranging to retire. He contemplates a trip to the Orient this winter and a few months' motor trip in Europe.

Trade Associations and the Sherman Law

IF two Chicago manufacturers meet at their club or on the street, and agree that one shall not sell any goods in Ohio, and the other none in Indiana, they are liable to fine and imprisonment under the Sherman Anti-Trust Law. Or if two Cleveland business men agree that neither of them shall handle a certain Chicago product, they too are violating the Sherman Law.

Section 1 of that law reads, in part: "Every combination . . . or conspiracy in restraint of trade or commerce among the several states . . . is hereby declared to be illegal." The agreements mentioned above come under the law, as the courts have interpreted it. In the celebrated Merger case, Justice Harlan said that the law "declares to be illegal every contract, combination or conspiracy in whatever form, or whatever nature, and whoever may be the parties to it, which directly or necessarily operates in restraint of trade or commerce among the several states. . . . Combinations even among private manufacturers or dealers whereby interstate or international commerce is restrained are equally embraced by the act."

This being the law, what is an association of manufacturers or other business men allowed to do? What means can they take to further their business that will not render them liable to fine and imprisonment for violating the Sherman Law?

The key word in the law is "restraint." The courts have again and again said that the aim of the act is to secure "free competition," which is supposed to be necessary to fair business. In the Merger case mentioned above the Court used these words: "The natural effect of competition is to increase commerce, and an agreement whose direct effect is to prevent that play of competition restrains instead of promoting trade and commerce." Again in the same decision these words are used: "To vitiate a combination such as the Act of Congress condemns . . . it is only essential to show that by its necessary operation it tends . . . to deprive the public of the advantages that flow from free competition."

However, it is the actual results, and not the avowed intent of the individual or association which is considered by the courts. In another important case the Court held "that the question of intent was not material. If the necessary, direct or immediate effect of such contracts be to violate the Act of Congress, and also to restrain and regulate commerce, it is manifestly immaterial whether the design to so regulate was or was not in existence when the contract was entered into."

It is no defense to say that the acts complained of are lawful. If the result of the acts is to restrain commerce, each of them may constitute a violation of the law. "A series of acts, each of which may be innocent in itself, may be wrongful if the direct object, purpose and result thereof be to carry into effect a combination whereby the free flow of commerce between the states is obstructed."

Nor can the penalties of the law be evaded on the plea of good motive. "Purpose or motive is of no moment provided the contract or agreement directly provided for the suppression of competition, or when such a result as a matter of law must necessarily occur."

So long as competition is not interfered with, however, the members of an association are free, both individually and collectively, to take any action which will promote their interests. "There is a distinction between combinations and agreements that are entered into with the legitimate purpose of reasonably forwarding personal interest and developing trade, and those that give rise to the inference or presumption that they had been entered into with intent to do wrong to the general public, and to limit the right of individuals, thus restraining the free flow of commerce and tending to bring about the evils such as the enhancement of prices, which were considered to be against public policy."

It is clear that there must be no attempt to "fix prices," or to limit in any way the prices at which any member of the association shall sell his goods. "The right of each competitor to fix prices of commodities which he offers for sale, and to dictate the terms upon which he will dispose of them, is indispensable to the very existence of competition."

And there must be no restraint of trade, in the sense that any one is forbidden to sell to any possible customer. The courts have used the words "restraint" and "regulate" as meaning the same thing. It is no defense that as much goods is sold under the restrictions as was sold before; if any given individual is prevented by his own agreement, or by order of any association to which he belongs, to sell to any possible customer, trade is restrained within the meaning of the act.

A man still has the right to refuse to sell to a given customer; but he cannot delegate to another the right to tell him to refuse; nor may he refuse because he has agreed with another person not to sell. As an individual, he may regulate his business as he pleases, but he may not have it regulated through a trade association, nor may he agree with any other person to regulate it in a given manner.

The following statement by Justice Peckham is perhaps the best presentation of the matter:

> "Where the subject matter of the agreement does not directly relate to and act upon and embrace interstate commerce, and where the undisputed facts clearly show that the purpose of the agreement was not to regulate, obstruct or restrain that commerce, but that it was entered into with the object of properly and fairly regulating the transaction of the business in which the parties to the agreement were engaged, such agreement will be upheld as not within the statute, where it can be seen that the character and terms of the agreement are well calculated to attain the purpose for which it was formed, and where the effect of its formation and enforcement upon interstate trade or commerce is in any event but indirect and incidental and not its purpose or object."

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PIPEMANSHIP

By Frank Farrington

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Part I

THERE are two ways of selling pipes. One way is to stand around and wait for someone to come in and say, "I want to get a pipe," and then ask, "What kind?" and when he answers, show him a few pipes of the kind he described and if he insists upon buying, let him have one. The other way is to call the attention of every possible pipe buyer to your line of pipes in some tactful way, and to use regular salesmanship methods in interesting and selling any man who looks at pipes either by your suggestion or by his own request.

The first way is the way not to do it, and we are not interested in that method, and it is a waste of time to discuss it. What we all want to know is how to use pipe salesmanship so as to sell more pipes and to increase the sales of pipes and the things that go with them.

In the first place, it is important that the pipes be displayed so as to attract attention. Store after store, cigar stores and drug stores as well, display pipes in perfectly neat order, showing them arranged on boards or racks, a dozen or more of a class in perfectly orderly rows. Smokers have grown so accustomed to seeing pipes displayed in just about that manner that they think nothing of it. There is nothing about the plan to attract attention.

What can you do that will be different in the way of pipe displays? How can you make smokers take notice?

For one thing you can make use of any advertising and display helps that manufacturers supply. Don't wait for the manufacturer whose line of pipes you carry to try to crowd some display helps upon you. They aren't doing that as much as they did. There was a time when the manufacturer got up an expensive show card and sent one to every dealer on his list without any comment. In his simple, guileless faith in dealers, the manufacturer thought, of course, the card would be used. He found out after a few years that more of these cards went into waste baskets or on the scrap heap than went into the window, and he has finally got wise. Now he sends the cards to dealers who ask for them. Perhaps he even exacts a promise that they will be shown for a certain period; perhaps he asks his traveling salesman to check up the dealers and see if they are using the cards.

It is simply that the cost of such advertising helps has become an important item and it is not good business to waste them. So don't wait. Write the manufacturer and ask him to send you such advertising and display helps as you can use. In no way can you get attractive show cards or hangers or display racks at so slight cost. The price of a postage stamp covers it.

If you buy most of your pipes through jobbers, don't let that prevent you writing direct to the manufacturer, telling him what you carry of his line and where you bought it.

Of course, the pipes that are mounted on cards in dozens or supplied in set-in easels or stands are cheap pipes, but you are not going to devote your pipe displays entirely to high-priced goods. You want to sell to all classes of smokers, so you will make displays of popular-priced pipes.

Get up a window display of fifty-cent or dollar pipes. Don't crowd these displays. There is no object in showing a dozen of a kind. Instead of cards of dozens of each kind, take a long board, cover it with white cheesecloth over white paper, to make it perfectly white, and tack a green or red tape along this board, leaving loops under which pipe stems can be tucked. This will make a long row of pipes, fifty-cent pipes or dollar pipes, as the case may be, reaching clear across the window. Place the display rack thus made in the position where it will be easiest for observers outside to examine the goods, and see that a strong light illuminates the display. Above or below it place a sign: DANDY LINE OF DOLLAR PIPES.

Place a number over each pipe and put a little card somewhere saying, "Ask for Them by Number." This makes it easy for anyone to come in and tell which pipe in the window interested them, and you can show it from the stock case where you have the goods and all the conveniences for selling right at your hand. It is a safe bet that not one man in a hundred who comes in and asks to see a pipe, will fail to buy if you are anything of a salesman.

Another way to feature a line of pipes at a uniform price is to make a white screen the size of the back of the window and display on it a number of attractive pipes, putting each one in a large circle. Don't crowd the display, and don't get it so far back from the glass that a near-sighted man cannot see what it is. The near-sighted man's money is as good as anybody's.

The advantage of a display of pipes of uniform price is that it is easier to get attention to a display that puts over a single message and does it with a punch, than to get any results from a display that tries to show the whole stock or that tries to say so much that nobody gets anything out of what it does say.

The one-idea display can be carried out in other ways that on a price basis, of course. You can display in a handsome setting a variety of briar pipes: "Real French Briars, Everyone Genuine, $1 to $5." Show a line of block meerschaums: "A Few Genuine Meerschaums, Amber Bits. Hard to Get Just Now." "French Briars—Seconds, Bakelite Bits—Priced Right." A window of Wellingtons: "Wellington Week, the anti-nicotine kind, priced properly." In the same way put across the one idea in the form of displays of novelty pipes, patented nicotine-absorbing pipes, hardwood pipes, Congos, cobs, clays, carved models, etc.

Of course, a good many men will stop and look at a display that shows every kind of pipe in the shop. It is not that the mixed-up display makes no sales, but the one-idea plan works out better. The one idea gets over to the man who cannot stop, but slows down and looks the window over as he passes. Any man who

sees the showing goes away thinking about the goods. A window display that does not bring men right into the store should at least give them something to think about as they leave it. A hit-or-miss display gives nobody anything to think about.

It is the same inside the store that it is in the window. I mean that the display inside should present a point. Each line should be concentrated so that it creates an interest in that line. You know how it is when you try to single out some one item on a shelfful of canned goods in the grocery store. Your eyes roam along the shelf, stopping nowhere just because there is no stopping place. No two cans may be alike. That is not the reason you cannot pick out one. The reason is that no one can stands out from the rest. If there is one can with a bright red label among white labels, you single out that red one for attention, involuntarily. If there is one can with a vacant space each side of it, you see that can. If the row presents no variation and no breaks, you look along until you come to the end and possibly your gaze does linger on the end can an instant.

When you show a lot of pipes in a case, make some of them stand out. Arrange the different kinds in groups and separate the groups so that a man looking at one kind does not have his attention distracted to another kind, and immediately from that to still another, and so on. Of course, there is an advantage in having one line of goods shown next to another line so the customer who is interested in and a customer for the one may be led to develop interest also in the adjacent line, but the secret of successful pipe display is to develop concentrated attention on the part of the observer. If a man does not concentrate his attention he does not give thought enough to the goods to come to any decision about buying.

Naturally you cannot display as much stock in a given showcase where you try to set off each line in some way, but there is no harm in keeping a little larger percentage of the stock in reserve. You can still show all kinds.

It is when the goods are well displayed that pipe salesmanship has its chance to make good. There is no reason why salesmanship should be handicapped by unintelligent display.

If the pipe tobaccos are shown right next to the pipes, it makes it easy for the salesman who hands out a bag of "Bull Durham," to ask, "Have you seen this special value we are offering this week in a real French briar?" While the tobacco buyer is pocketing his change it is the most natural thing in the world for the salesman to say something about pipes and get him interested in some novelty. There are novelty pipes that are not practical for regular smoking purposes, but that are valuable stock in a limited number just because they give the salesman something to bring out and show to customers in order to get them to talking about pipes.

Right along this line, it may be a good scheme to have a few curiosity pipes, very old or unique designs, not for sale at all, but to show to develop interest and to serve as a means of getting into conversation with the possible pipe buyer.

This gives also a chance when a fellow who rolls his own cigarettes, buys tobacco, to ask, "Do you ever smoke a pipe?" or "Did you ever smoke a pipe?" A good many men will reply something like this: "Yes, I used to smoke a pipe," or "Sometimes," and that gives you a chance to call attention to some pipe that offers a particularly great satisfaction to the smoker who likes a light smoke or a short smoke, or who wants to smoke in an automobile. The salesman should be well informed upon the peculiar advantages of various kinds of pipes for various purposes, so he can go right to the point that hits the individual with whom he is talking.

Pipe smokers are notional about their pipes, just as cigar smokers are. It is often unfortunate to try to press a customer into buying a pipe that is different from the kind he likes. Even being successful in making the sale may mean a disgruntled buyer later because he has been overpersuaded and finds that after all he was right and that the old kind of pipe pleases him better. You may be a good enough salesman to sell a man a pipe he doesn't think he would like, but your salesmanship will not make him like the pipe after he has bought it.

You can develop interest in special designs of pipes by displaying them with cards calling them by specific designations. A pipe that is a favorite with professional men, with lawyers, for instance; a long-stemmed pipe with a large bowl, perhaps; might be shown as "The Lawyer's Pipe," or "Professional Man's Comfort Pipe." If you put a pipe on exhibition with a card calling it a "Lawyer's Pipe," you may be sure that smoking lawyers will stop and look at that pipe. It is not the pipe that attracts their attention. It is the "Lawyer's," that brings the thing right home to them. In the same way you can interest other classes of men by the use of cards that hit right at *them*.

By showing a different kind of pipe every week on top of the showcase where you have room to make a little display and making an appeal in each case to some one class of smokers, you all the time have your arm reaching out for certain smokers. And when a lawyer stops and begins to examine the "Lawyers' Pipes," you, the salesman, have the opportunity to get right in touch with him and interest him further.

You ought to know just why each of those special designs of pipes is particularly suited to the class of smokers to whom you appeal. You ought to be able to discuss the matter with them intelligently.

In taking advantage of such chances to exercise salesmanship, take pains to get into friendly conversation and to interest the prospect in the pipes, before you try to make any sale. Don't scare a man out and drive him away with selling talk too early in the conversation. If he is shying away from that sort of talk, maybe it will be better business to let him go that time without saying a word about his buying, satisfied merely to have interested him and made him feel more friendly toward you. The development of a friendly feeling on the part of patrons is almost as important as making immediate sales. Friendly smokers will patronize your store sooner or later anyway.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

"Universal" (Har)money

IN over a thousand progressive cigar factories you can hear from one to four hundred Universals making that kind of profitable "music" for progressive manufacturers.

The Universal Tobacco Stripping and Booking Machine

Saves stock—a large part of the scrap lost by hand-stripping is saved by machine-stripping.

Saves wages—one Universal does the work of up to three hand-strippers.

Increases production—the smooth stock, ready "for work" and without tears or curled tips, means 35 to 50 extra cigars a day per man.

Makes contented employees—hand-strippers or even inexperienced hands will become skilled operators—cigar makers produce more—both earn more.

You can prove what Universals will do for you by having a demonstration in *your own* factory and with *your own* stock.
Ask for this demonstration today.

Catalogue and Price List on Request

Universal Tobacco Machine Company
79 Fifth Avenue, New York
Factory, 98-104 Murray Street, Newark, N. J.

LEAF MARKET JOTTINGS

In Lancaster County, the finish of the harvesting season shows that the later results were better than had been anticipated, but there are many small leaves, all right for fillers, but the proportion of wrappers and binders will be far below the average.

Reduced acreage and much unfavorable weather during the season have had their effect, and estimates of the amount of the crop do not vary much from sixty per cent.

The growers who were talking about 1918 prices are looking glum and saying nothing. While it is true that a short crop generally means a long price, conditions are complicated and unusual. The long strikes of the cigarmakers have left a lot of 1918 leaf in the hands of the dealers, and it is rich in binders and wrappers.

There is a big lot of hail-cut tobacco for the scrap dealers, and sales have been reported at seven to ten cents, but there have been few reported dealings in either crop except small ones.

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Rather belated reports from the Southern country have come in. At Wilson, N. C., warehouses are reported packed with high-class offerings, some of the leaf selling as high as $90 and $100 a hundred pounds. Taking the average of best, worst and medium, thus far, the price is $37.50. At Kinston, the highest average price in the history of the market is said to have been paid in mid September, but the prices are not recorded. At Greenville, N. C., 2,000,000 pounds sold at an average of $39 per hundred. At Rocky Mount, 3,000,000 pounds sold at an average of $33.75. These averages include a lot of common leaf and lugs, showing the effect of flood conditions during the curing season, with a fair proportion of very fine bright leaf. Tarboro, N. C., prices were higher than the neighboring markets for lower grades, and the top price was $100. Aberdeen, N. C., had a best price of 96 cents a pound, and an average of about 40 cents. It seems that good tobacco has sold above the average, and the lower grades at less than the average.

Lynchburg, Va., reports offerings of dark prunings with small sales. The general crop is below the average in quality. Sales are quoted from $5 for inferior to $20.50 for best, making the general average $8.25.

The early Maryland crop is uneven and small in leaf, the later crop more favorable. Crop estimates are 25 per cent. less than last year.

The report of Kentucky markets for August shows a total of 2,093,755 pounds of the 1918 crop for an average of $19.46, compared with 1,840,120 pounds in the same period last year, an increase of 253,635 pounds. Of the tobacco sold, there were 1,658,780 pounds of burley, of the 1918 crop, for an average of $20.83. The highest average for the month for any one grade of tobacco was $21.91, paid for 1,058,695 pounds of burley, sold for dealers, of the 1918 crop, which brought $231,945.25.

***

The Connecticut Valley is happy and safe. Except for a few small areas, the 1919 tobacco crop is housed, though it made the growers hustle some to get it in before frost. During the rains artificial heat was used with good success to prevent pole sweat.

The tobacco crop is big, the quality fine, the proportion of wrappers is large, colors are good, and the farm value of the crop is estimated at twenty-one millions of dollars.

The cost of production of the 1919 crop was high, and it will be held by the growers at high prices, but as the quality is high they may get them without much of a contest.

As the strikes are settled up, the demand for the 1918 crop will be brisk. The East Windsor Tobacco Association reports sales of 210 cases, at an average of 45 to 50 cents a pound.

***

According to the "Wisconsin Tobacco Reporter," "while the conditions of the times are felt in the Wisconsin tobacco market, the grower and buyer alike refuse to become excited over the situation. The new crop of tobacco that is now rapidly going into the shed is large in point of acreage. The early part of the crop is curing under favorable conditions, and the later stand which in some localities was rather slow in maturing, owing to lack of moisture, has improved to some extent. The early tobacco is going to yield a large portion of binder leaf, but the late will not. As a whole the crop may show a fair average as compared with former years. This being the case the situation has in it elements of assurance to all concerned. The desire to see things return to a base of stability tends to make the grower and buyer alike come together in the handling of the 1919 crop on the basis of mutual interest in the welfare of the Wisconsin tobacco industry as a whole. This is so much more to be commended as it expresses the true spirit of reconstruction, which can only come in the way of co-operation and mutual fairness and good will."

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE "BULL" DURHAM TOBACCO

10c

Guaranteed by The American Tobacco Co.

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

T. M. A. Convention

ADDRESSING the members of the board of directors of the Tobacco Merchants' Association, President Eisenlohr has issued the following letter.

"Due to the war, and the conditions prevailing as a result thereof, our executive committee has from time to time postponed the holding of our National Convention. With war conditions rapidly passing away, however, it seems to be desirable to re-inaugurate our National Conventions.

"Feeling that the consideration of this subject in itself would hardly warrant a special meeting of our directors, located as they are in various parts of the country, it has been thought best to adopt this method of ascertaining the views of our directors as to the most appropriate place and time for the holding of such a convention.

"You will undoubtedly recall that our last convention was held in Washington, D. C., on May 29 and 30, 1916.

"This being a national organization, with a membership in practically every State in the Union, it would appear most fitting that such a convention be held at the seat of our National Government. The congestion in Washington growing out of the war has now been considerably alleviated, and no difficulty in securing suitable accommodations is anticipated.

"It will, of course, be readily understood that the working out of the necessary arrangements for such a convention will require considerable time, and it would therefore be inadvisable to consider any date prior to the coming spring, with the months of April or May mentioned as the most convenient.

"As stated, however, Washington, D. C., as the place, and the months of April or May, 1920, as the approximate time, are merely suggestions, and the purpose of this letter is to ascertain your views.

"Once the place and approximate date are decided upon, it will, of course, be necessary to proceed at once with the working out of our plans in order that they may be made as complete and comprehensive as possible, and we therefore hope to hear from you as to your views on the subject at your earliest convenience."

According to Secretary Dushkind, the majority of the directors have already replied heartily endorsing the views of President Eisenlohr, and expressing their approval of the president's recommendations.

"An official call," said Mr. Dushkind, "will shortly be issued to the entire tobacco trade throughout the country."

London "Tobacco" says: "A cigarette manufacturer has issued a letter of which the following is an abstract: 'Dear Sir: In order to increase the sale of ..... I am giving in each packet of 10, one, and in the packet of 20, two coupons, entitling the holder to a Free Overnight Letter concerning one or two horses expected to win at good prices. I am paying a good price for the information, and as I expect to give several winners, the sales should greatly increase.'"

NEWS BRIEFS

Rumor has it that a new cigar factory is to open in Detroit shortly, under the guidance of Albert Bunting and Richard Helms.

A report from San Antonio, Texas, states that the Finck Cigar Factory in that city has been acquired by the Mendelsohn Company, of Cleveland, Ohio.

Both in Grand Rapids and in Detroit the story persists that the G. J. Johnson Cigar Company, of Grand Rapids, Mich., has been acquired by the Consolidated Cigar Company.

Otto Eisenlohr & Bros., Incorporated, announce that effective October 1, the price of "Cinco" cigars is advanced to $56 per M. in tenths, and $57 per M. in twentieths. "Cinco" cigars are now sold two for fifteen cents to the consumer.

A NEW MACHINE FOR SIZING LEAF TOBACCO

There is soon to be placed on the market, a machine for sizing all kinds of leaf tobacco. This machine is the invention of Mr. Ben Kahn, who was formerly associated in the leaf tobacco business with his brother-in-law, Mr. J. Lichtenstein. Mr. Kahn has had several years' experience in the handling of leaf tobacco, and early saw the need of such a machine. One of the sizing machines is at present being used at the East Hartford warehouse of the American Sumatra Tobacco Company, and is daily demonstrating that it not only operates in a remarkable saving of labor, but also sizes the tobacco perfectly, which is impossible by the old hand method, and also saves a large amount of tobacco breakage. Arrangements are being completed to manufacture the machine on a large scale.

Charles Spietz has commenced operations in his new factory at 49 West Larned Street, Detroit, Mich. Mr. Spietz states that he has orders on hand to take his entire output for the next three or four months. Such is fame.

The Cincinnati Cigar Company has opened up at 1000 Broadway, Cincinnati, Ohio, and Sam Hachens, the proprietor, is finding a ready sale for all the cigars he can produce.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations. By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.

Managing Editor—None.

Business Manager—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.

Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.

Owners—Hobart B. Hankins and H. H. Pakradooni, 236 Chestnut St., Phila., Pa.

Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None,

(Signed) HOBART B. HANKINS.

Sworn to and subscribed before me this 30th day of September, 1919.

JOHN J. RUTHERFORD, Notary Public.

(Seal)

My commission expires January 22, 1923.

The highest honor ever paid to any smoking tobacco

WHEN the International Jury at the San Francisco Exposition awarded the GRAND PRIX to Velvet, they paid it the highest honor within their gift. Never before or since has any pipe tobacco been officially recognized as the supreme product of its kind.

This award was given Velvet, by an impartial jury of the highest standing, not because of Velvet's nation-wide popularity but because of its "superior quality." The Jury's decision was based on the following well-established points:

Velvet Smoking Tobacco is a selected, naturally-matured tobacco, aged in the wood for over two years.

This *natural* curing is recognized as the *superior method* of maturing pipe tobacco.

To a choice quality of leaf, brought to full maturity by *natural* methods, Velvet owes its unusual *mildness, mellowness* and *flavor.*

The makers of Velvet are gratified by the endorsement given Velvet by the Exposition Jury and take just pride in the secure place that Velvet holds in the estimation of real lovers of good pipe tobacco.

Liggett & Myers Tobacco Co.

Awarded the GRAND PRIX for HIGHEST QUALITY. 15c

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler.

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., *Philadelphia Distributors*

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE
COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919 REGISTERED IN U.S. PATENT OFFICE

F. T. C. Asks More Power

Washington, D. C.

LEGISLATION broadening its powers and giving it greater authority all along the line has been asked of Congress by the Federal Trade Commission, through acting chairman Victor Murdock. Appearing before the House Committee on the Judiciary, Mr. Murdock laid before it the commission's plan for new legislation, embodied in which were the following points:

Power to "police" the big trade organizations, association and combines, with a view to curbing activities leading to price agreements.

Wider jurisdiction over unfair methods and discrimination in buying as well as discrimination in selling.

Amendment of the law so that the acquisition of competing companies through the purchase of actual property can be prevented. The law now prevents the acquisition of stock under such conditions, and the addition of the term "property" would, it is believed, make the act more effective.

Authority to prosecute all violators of the rebate section of the Clayton law who grant cumulative quantity discounts that result really in the granting of rebates on past purchases.

Extension of the commission's authority over resale prices to clear up the situation arising out of court decisions that have taken this subject out of the commission's jurisdiction.

The commission also desires other powers, including authority to exercise control over the practice of breaking contracts and selling "spot" on a rising market; "blue sky" regulation; the guaranteeing of jobbers by manufacturers against price decline, and increased control over commercial bribery.

The Supreme Court has held that a man has the right to sell his goods to whom and when he desires. The commission would like authority to compel all businesses to sell to everyone desiring to purchase from them, just as common carriers, under the interstate commerce law, are required to carry all freight offered for transportation.

The commission also believes that "big business" should be limited in its activities. Mr. Murdock, in his testimony before the committee, pointed out that there is a grave tendency towards the control of all basic commodities—"everything a man eats, wears, or puts over his head."

STATE MATCH MONOPOLY IN GERMANY

The question of the establishment of a State monopoly for the German match industry was recently discussed at Weimar. The sum of 120,000,000 marks (about $28,560,000 at par) has been mentioned as being necessary for indemnifying the factory owners; this figure, however, merely represents a provisional estimate. While the Government apparently agrees that the transformation of the match industry into a State monopoly would be comparatively simple and would not involve any appreciable industrial disturbance the Government apparently feels that the matter is not urgent. It is suggested that the law which might eventually be passed as a result of the present discussions should only go into effect on March 31, 1921. In the meantime there would be ample opportunity to take any preparatory steps which might be necessary.

Notes and Comment

In Italy the cheapest cigarettes which sold before the war for two cents a box, now sell for twenty cents, imported cigarettes for thirty cents or more, and cigars are almost any price.

James M. Dixon, chairman of the board of directors of the Tobacco Products Corporation, has been elected president of that company, succeeding George J. Whelan, who resigned.

The United States Shipping Board announces the establishment of a rate of $2.25 per hundred pounds on tobacco, from North Atlantic ports to Havre, Bordeaux, St. Nazaire and Dunkirk. The same rate applies to Antwerp.

Ettenheim & Froehlich, leaf tobacco dealers of Milwaukee, have dissolved partnership. Each of the partners will establish a separate business; Philip Ettenheim at 305 East Water Street, and Joseph Froehlich at the old store, 322 East Water Street.

Demuth's "Pipe Organ" says: "The difference between capital and labor is more a matter of mind than money. Adjust your thoughts to those of the man who works for you, or for whom you work, and the money problem will automatically solve itself."

The Weyman-Bruton Company has declared a quarterly dividend of 1¾ per cent. on preferred stock, payable October 1st; the Tobacco Products Company a quarterly dividend of 1¾ per cent. on preferred stock, payable October 1st; the Cincinnati Tobacco Warehouse a quarterly dividend of 1 per cent., payable October 15th.

Ventura Blanco, who operated a cigar factory at Fifth and Arch Streets, Philadelphia, for thirty-five years, died at his residence, 1229 North Franklin Street, on September 16. In addition to operating his cigar factory, he was buyer of Havana tobacco for Otto Eisenlohr & Bros., for twenty-five years. The business will be continued by his sons under the name of V. Blanco's Sons.

The "Manco Record," Volume I, No. 1, the house organ of the Joseph P. Manning Company, Boston, Mass., is a very handsome and artistic example of high art in typography, and it is only fair to mention the Everett Press, of Boston, as the publishers. Among the articles especially worthy of mention are: "America's Knockers," and by Harry A. Earnshaw on "Salesmanship."

The Department of Commerce, Bureau of the Census, has just issued Bulletin No. 139, on Stocks of Leaf Tobacco, and the American production, import, export and consumption of tobacco and tobacco products, from October 1, 1912, to January 1, 1919. The bulletin contains forty-six pages of statistics, and can be purchased for ten cents from the Superintendent of Documents, Government Printing Office, Washington, D. C.

TOPIC
HAVANA CIGARS
10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" eight cent cigar two for fifteen cents

MURAD
THE TURKISH CIGARETTE
THAT old-fashioned Turkish taste in Murad is one of its chief charms.
That old-fashioned Turkish taste is the result of 100% pure Turkish tobacco — and when a cigarette is made of Turkish tobacco it is made of the world's most famous tobacco.
There are other cigarettes— but no "others" like Murad.
It is true that "ordinary" cigarettes cost a trifle less.
20¢
Judge for yourself-!

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

Two Brands that will Increase Your Business
John Ruskin
MELBA
John Ruskin Is it too big?
Flor de MELBA The Cigar Supreme
7c. -3 for 20c. 3 for 25c. up
POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

Notes and Comment

Emil Tisch, of the Grand Rapids Cigar Box Company, was a recent visitor in Detroit.

Berriman Brothers are now in their new offices at 153 Michigan Boulevard. Mr. Stroud, of the New York office, is now permanently located in Chicago.

John A. Campbell, of the Wadsworth-Campbell Cigar Box Company, Detroit, Mich., was out of town last week taking his final degrees in the Masonic Order.

During the riots incident to the policemen's strike in Boston, eight cigar stores had their windows smashed and several of them were pretty well looted of goods.

Milwaukee cigar factories are hard at work again after the strike, but there is little hope of the production equaling the orders to be filled between now and the holidays.

Peter Dornbos, of Grand Rapids, is in the same situation as most of the other cigar manufacturers. A multitude of orders to be filled, but a shortage of help to produce cigars.

The J. C. Norman Cigar Company, of Cleveland, Ohio, has opened a branch factory at Medina, Ohio. Rumors that the company would move to Medina were unfounded. The main factory and offices will remain in Cleveland.

Joe Muer, who makes the "Swift" cigar, has to use a twin-six roadster to keep up with the demand for his brand in and about Detroit. Last Tuesday evening Mr. Muer entertained some of his friends in what might be referred to as truly "Swift" style.

John J. Bagley & Company, of Detroit, Mich., long-established manufacturers of smoking and chewing tobaccos, have begun the manufacture of cigarettes. They are introducing in the Middle West, "Bagley's Sweet Tips," a domestic tobacco cigarette.

The R. J. Reynolds Tobacco Company has declared a quarterly dividend of 1¾ per cent. on preferred stock payable October 1st, a quarterly dividend of 3 per cent. on common stock, payable October 1st, and a quarterly dividend of 3 per cent. on Class B stock payable October 1st.

Henry Ritter, Detroit's well-known cigar box manufacturer, recently returned from a motor trip to New York City with a party of friends. Members of the party state that when the scenery along the Hudson became especially interesting, Henry slowed his Marmon down to fifty miles an hour.

Among recent incorporations are the Taylor Tobacco Company, of Madisonville, Ky., capital, $20,000; Tonic Cigar Company, of Milwaukee, Wis., capital, $10,000; Gorman Tobacco Company, of Richmond, Va., capital, $100,000, and J A. Sims Cigar Company, at Spartanburg, S. C., capital, $10,000.

In Search of a Mine

ONE of the most impressive tributes to the value of advertising that we have recently come across is contained in the advertisement of a prominent English firm of wholesale tobacconists in London.

They say in the advertisement, "We are having the time of our lives from 8.30 to 5.30, we have to refuse business because we can't get a tenth part of the goods we want. We have cigarettes (many thousands), good value, but *the smoking public seem fools enough to wander from shop to shop in search of a name.*"

Same thing in this country, but they are not fools. The fools are the dealers, wholesale or retail, who think they can sell goods of unknown trademarks, just because they are "good value," but they are always trying it.

Did it myself once. Only once. Clever salesman. Cigarette that couldn't help selling itself. Looked good, smoked good, tasted good. Handsome sign. Little more profit.

Had no time to talk goods over the counter, and knew that a customer asked for what he wanted and wanted what he asked for. You see that I had some business sense.

But whenever a new cigarette, cigar, or tobacco, started in to advertise, I bought a reasonable quantity, for I knew it would be asked for, and it was, but the cigarette that "couldn't help selling itself" stayed in the case until it dried up.

Only fools advertise an inferior cigarette or cigar, it is not often done any more, and that is why the public wanders from shop to shop seeking the trademark that is a guarantee of quality. The firm that spends a fortune every year to advertise its cigars must have quality under the trademark or it goes out of business.

There are doubtless a number of storekeepers, English "shopkeepers," for a cigar store is a "shop" in Britain, who will be foolish enough to think that because they sold all of their old dead stock during the war, they can put in another lot of the same sort of goods and get rid of them; but let us hope that the next big war is a hundred years away, when we will all be out of it, and into something else.

Now, the small manufacturer of tobacco may think that it is no use for him to buck against the big ones, but how did they get big? Several years ago, say about twenty, one of the big firms of today, that has several factories spread about through the State of Pennsylvania, consisted of a man who had a retail store and a twenty-by-fifty-feet factory. Today, the factories cover acres of ground.

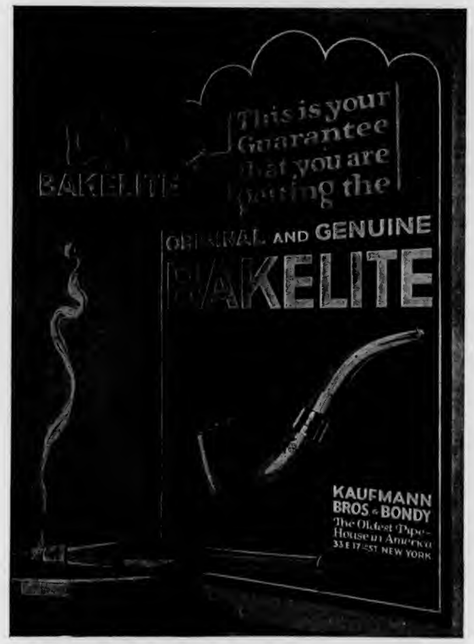
Of course, the whole problem of success is not advertising or even advertising plus quality in the product. Business capacity and judgment and ability to choose management and sales force are also factors.

But the small manufacturer need not be scared out; he may put his profits into advertising and get left, if he does not, he is left anyhow.

G. JAY.

The "Big Burley" tobacco warehouse at Lexington, Ky., has been sold by the Burley Tobacco Society to the Burley Tobacco Company, of Lexington, for $177,000.

La Flor de Portuondo
Established 1869
GENUINE
Juan F. Portuondo
Cuban Hand-Made CIGARS
The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA


BAKELITE
This is your Guarantee that you are getting the
ORIGINAL AND GENUINE
BAKELITE
KAUFMANN BROS & BONDY
The Oldest Paper House in America
33 E 17-ST NEW YORK

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Tobacco Taxes Lowered?

WHAT are the chances of having some of the tobacco taxes lowered or repealed?" asks a reader of this paper in a letter to the Washington Bureau of THE TOBACCO WORLD. There has been more or less agitation to have many of the taxes now imposed on various industries wiped off the statute books. THE TOBACCO WORLD, through its Washington Bureau, is keeping close watch on the revenue situation. its Washington representative has been reliably informed that all war taxes must be continued until next year at least, because of the enormous governmental expenditures.

"There must be paid out of the Treasury of the United States before June 30, next, $10,831,201,585," said Chairman Good, of the House Appropriations Committee, in discussing the finances of the Government. "Now, where are we going to get the money with which to pay this stupendous sum? The figures are so staggering, and the situation is so critical, and it so appeals to the business judgment of every man in the House, that it has seemed to me that while we are passing bills every day that sooner or later will call for money out of the Treasury we could well stop for a few minutes and study these figures. We may well consider as a business proposition the question where the Government is to get the money with which to pay this indebtednes.. The internal revenue receipts are estimated for the year ending June 30, 1920, at $4,940,000,000; customs duties will bring in $260,000,000; public lands, $3,000,000; miscellaneous sales of war stores, etc., $600,000,000; last installment from the Victory Loan, $1,032,000,000, and postal receipts, $404,928,240, making a grand total of $7,239,928,240.

"I think that the Secretary of the Treasury has been misquoted in the statement that there would not be another bond loan floated. What he did say was there would not be another popular loan, but that in all probability it might be necessary to sell additional bonds. The Treasury is face to face with a deficit on June 30 next of almost $3,600,000,000."

Whenever one starts seriously to talk about tax repeals, these figures are trotted out and the question asked, "What suggestion have you to make up what would be lost in this way?" Chairman Fordney, of the House Ways and Means Committee, formerly in favor of repealing some of the taxes, now believes they should stand.

Senator Penrose, chairman of the Senate Finance Committee, says none of the tax repeal bills will get by the Upper Branch of Congress this year. In fact, it looks as though nothing would be done until there is a Republican President in the White House, for then it will be possible to put through a new tariff law that will yield greater revenue on imported merchandise than under the Underwood law, and this would permit the removal of the consumption taxes that are proving so troublesome.

C. L. L.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Leaf Exports Grow

Washington, D. C.

WITH exports of leaf piling up at the rate of sixty million pounds a month, 1919 will be a banner year for the tobacco industry's foreign trade. Figures just secured by the Washington Bureau of THE TOBACCO WORLD from the Department of Commerce show that our exports during the first seven months of this year totaled 428,392,575 pounds, with a value of $132,158,190. This is more than 100 per cent. greater than the exports of the corresponding period of 1918, which totaled 186,216,070 pounds, worth $55,623,829, and more than three times the exports of the first seven months of 1917, which were 129,449,937 pounds valued at $23,303,462.

Since the signing of the armistice, shipments have been resumed to Belgium, Denmark, the Netherlands and Sweden, so that, with the exception of the enemy countries, trade is now effective with all the countries using our tobacco before the war—and to some which formerly did not use American leaf but which were unable to secure tobacco from any other source after the blockade became effective.

The following table shows the exports of leaf tobacco for the seven-month periods ended with July, 1917, 1918 and 1919:

	Pounds.		
Exported to:	1917.	1918.	1919.
Belgium,			18,254,802
Denmark,	266,949		10,824,532
France,	26,981,495	35,988,333	66,096,951
Italy,	24,585,918	21,357,634	25,874,354
Netherlands,	1,395,352		20,041,381
Norway,	2,546,695	5,128	6,110,419
Portugal,	1,055,954	908,815	5,640,592
Spain,	3,956,884	148,202	14,168,377
Sweden,	652,289		9,245,557
Switzerland,	618,995	331,605	10,492,722
United Kingdom,	24,744,994	83,250,400	183,556,525
Canada,	10,077,682	13,622,788	9,055,424
Mexico,	895,845	1,058,856	1,097,645
Argentina,	4,599,533	1,245,050	3,078,254
China,	6,017,050	6,890,502	5,389,597
Hongkong,	933,527	4,446,986	4,248,708
Japan,	1,755,409	3,218,262	3,504,791
Australia,	7,954,723	5,677,462	9,815,902
British W. Africa,	4,247,091	4,627,156	7,279,047
French Africa,	1,561,665	862,332	6,250,288
Other countries,	4,541,937	2,576,559	8,375,707
			C. L. L.

A VICTIM OF TOBACCO

Mrs. Perlissee Ann Keller, Shelbyville, Ill., used tobacco daily.

A little clay pipe was her most constant companion.

Indeed, she had forgotten more about tobacco than most men ever learn.

She passed away the other day, and some folk thought her death was caused by too much smoking, as she was only 106 years old.

They think she might have lived longer had she not smoked, pointing to the many non-smokers who don't live that long.

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

RALPH BLAKELOCK:—41,302. For all tobacco products. September 4, 1919. American Litho. Co., New York City.

GARCIA LEADER:—41,303. For cigars. September 2, 1919. Isaac Solomon, Coney Island, N. Y.

SMOKE RING:—41,304. For cigarettes. September 3, 1919. Polo Club Cigarette Co., Inc., New York City.

GARCIA BLEND:—41,305. For all tobacco products. September 5, 1919. Pasbach-Voice Litho. Co., New York City.

VALAFRIES:—41,306. For all tobacco products. August 23, 1919. Adolph Frankau & Co., Inc., New York City.

SUDMARK:—41,307. For all tobacco products. August 30, 1919. F. A. de Pillis, New York City.

GLORDINA:—41,308. For all tobacco products. August 1, 1919. Hilson-Schloss, Inc., Mt. Carmel, Pa. Title to this trade-mark has been acquired by registrant by a transfer from the United Cigar Stores Company of America, New York City, the owners thereof.

EL SHODIE:—41,311. For cigars, cigarettes, and all tobacco products. September 8, 1919. Joseph Shmukler, Philadelphia.

L VANRU:—41,312. For all tobacco products. September 8, 1919. Cole Litho. Co., Chicago, Ill.

MARY MILD:—41,236. For cigars, cigarettes, stogies and tobacco. July 17, 1919. J. B. Wilson Cigar Co., Bethesda, Ohio.

THE DANCO CIGAR CO.:—41,237. For cigars. July 21, 1919. Harry L. Cohen and David M. Dana, Detroit, Mich.

"V":—41,238. For all tobacco products. July 17, 1919. George Schlegel, New York City.

THE LITTLE TIMES:—41,239. For cigars, cigarettes and tobacco. July 10, 1919. Times Cigar Co., Inc., Paterson, N. J.

LA FLOR DE JOSE SUAREZ, JR.:—41,243. For all tobacco products. July 16, 1919. Jose Suarez, Jr., Tarpon Springs, Fla.

FIUME CASTLE:—41,244. For cigars. July 23, 1919. F. Amendola, Niagara Falls, N. Y.

LA FLOR DE A. M. LEON:—41,245. For all tobacco products. July 22, 1919. Pasbach-Voice Litho. Co., New York City. The label used in connection with this title is being made for and will be used by Mr. A. M. Leon, New York City.

LAKE SHORE HUNT CLUB:—41,316. For cigarettes, cigars and tobacco. September 12, 1919. Noah-Foster Co., Buffalo, N. Y.

THOMPSON'S MIXTURE SMOKING TOBACCO:—41,317. For smoking tobacco. September 11, 1919. Thompson & Co., Inc., Tampa, Fla.

GARCIA DELIGHT:—41,318. For cigars, little cigars and cigarettes. September 3, 1919. W. W. Haynie, Dallas, Texas.

THE 104TH OUR OWN:—41,319. For all tobacco products. August 12, 1919. The Keller Cigar Co., Springfield, Mass.

STAR MASTER:—41,320. For all tobacco products. September 15, 1919. Ed. Dufenhorst, Milwaukee, Wis.

CAMPO GARCIA:—41,321. For cigars. September 17, 1919. Manuel Campo Garcia, Chicago, Ill. Trade-mark claimed to have been used quite some time.

ALONSO DE ALVARADO:—41,322. For cigars. September 15, 1919. Friduss Bros., Chicago, Ill.

TRANSFERS

BLACK RAVEN:—20,440 (U. S. Tobacco Journal). For cigars. Registered October 17, 1898, by L. E. Neuman & Co., New York City. Transferred to General Cigar Co., Inc., New York City, and re-transferred to Times Cigar Co., Paterson, N. J., September 2, 1919.

BLUE NILE:—21,294 (Trade-Mark Record). For cigars. Registered August 14, 1899, by L. Levy & Son, New York City. Transferred to T. A. Wadsworth, Detroit, Mich., June 5, 1906, and re-transferred to Cole Litho. Co., Chicago, Ill., September 3, 1919.

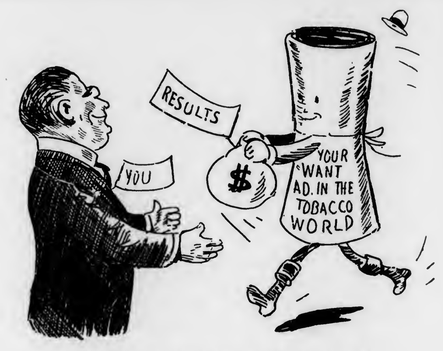
TWO FRIENDS:—23,880 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 9, 1912, by Samuel Kaufman & Co., Dallastown, Pa. Transferred to J. H. & H. E. Conaway, Dallastown, Pa., July 4, 1919, and re-transferred to A. J. Golden, Norfolk, Va., July 30, 1919.

TWO HOMERS:—24,011 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 29, 1912, by Samuel Kaufmann, Dallastown, Pa. Transferred to J. H. & H. E. Conaway, Dallastown, Pa., July 3, 1919, and re-transferred to A. J. Golden, Norfolk, Va., July 30, 1919.

TRIUMPHIA:—17,402 (Trade-Mark Record). For cigars. Registered January 20, 1897, by L. Levy & Son, New York City. Transferred to Kraus & Co., Baltimore, Md., and re-transferred to F. H. Beltz, Schwenksville, Pa., September 3, 1919.

CANCELLED

CHECKERFIELD:—41,240 (T. M. A.). For cigars, cigarettes and tobacco. Registered July 10, 1919, by Times Cigar Co., Inc., Paterson, N. J. Cancelled September 15, 1919.



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Back to the desk after lunch

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LUCKY STRIKE cigarette

It's toasted. Try the real Burley cigarette. Buttered toast has flavor because it's toasted. Same with Lucky Strike Cigarette.

It's toasted

Open your package this way

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VOLUME 39 NO. 20

The TOBACCO WORLD

OCTOBER 15, 1919

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Fancy Connecticut Broad Leaf

and

Connecticut Havana Seed Binders

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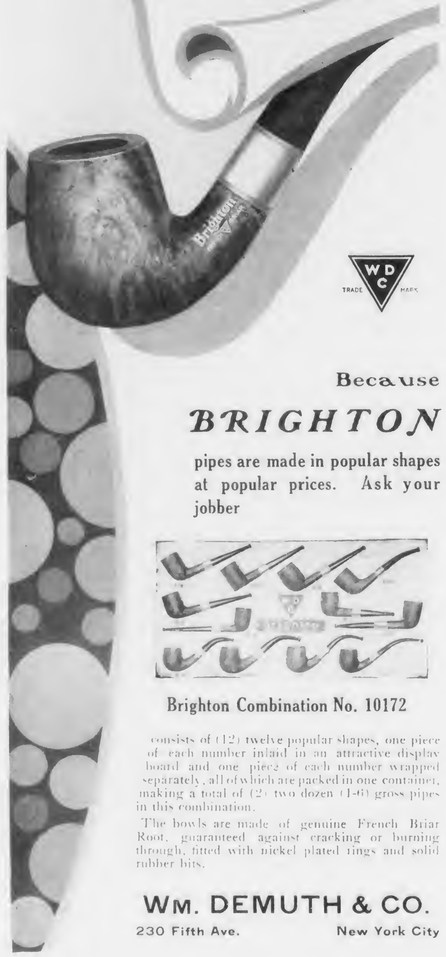

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BRIGHTON

pipes are made in popular shapes at popular prices. Ask your jobber

Brighton Combination No. 10172

consists of (12) twelve popular shapes, one piece of each number inlaid in an attractive display board and one piece of each number wrapped separately, all of which are packed in one container, making a total of (2) two dozen (1-6) gross pipes in this combination.

The bowls are made of genuine French Briar Root, guaranteed against cracking or burning through, fitted with nickel plated rings and solid rubber bits.

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CIGAR SALESMAN with broad experience and following among the trade wishes to connect with manufacturer, preferably New York or Pennsylvania, where his knowledge is appreciated. Is willing to invest if increased working capital is required. Address Box 318, care of "Tobacco World."

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FOR SALE—OHIO SCRAP FILLER TOBACCO, made from good 1918 tobacco, price 14c. per pound; 1917 tobacco, 20c. per pound. Clean and dry, ready to work. Samples on request. C. C. Ehrhart, Versailles, Ohio.

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FOR SALE—TEN THOUSAND POUNDS OF FINE CIGAR CUTTINGS, and same amount of good resweat Gebhart strips, 1917 crop. Samples and price on request. The Home Product Tobacco Co., Versailles, Ohio.

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The Tobacco World

Established 1881

Volume 39 | October 15, 1919 | No 20

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

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BEAUCOUP Zig-Zag! Pourquoi? — Well, Buddy, you see its like this. Pretty near every A. E. Effer in the A. E. F. saw, used and liked Zig-Zag paper. It's the paper the Frogs used, and those birds know something about rolling cigarettes.

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Good judgment favors stocking—displaying—recommending it everywhere
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CHANCELLOR
The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

Volume 39
THE TOBACCO WORLD
Established 1881
Number 20
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
$2.00 a Year PHILADELPHIA, October 15, 1919 Foreign $3.50

Will the Jobber, Dealer and Consumer Buy Cigars Labelled and Banded With German Products?

WE are never without examples which manifest the peculiarities of the mental processes of State and Government officials. In one situation, despite the fact that the army is practically demobilized, the Attorney General insists that we are not at peace officially until the Peace Treaty is ratified by the Senate.

But from the standpoint of commerce and trade, we are at peace, and it is permissible to enter into trade relations with Germany.

This latter fact should be of general interest to the retail, wholesale and manufacturing branches of the tobacco trade, for indications point to the fact that in several months at the most German cigar bands and German labels will be offered to the cigar manufacturers of the country.

It has been stated on good authority that no less than twenty representatives are about to sail or have sailed for Germany to secure agency rights for cigar bands and labels in the United States and Canada.

Aside from patriotic sentiments, the cigar manufacturer should consider several important angles of this proposition.

If a manufacturer purchases German bands and labels for one reason or another, what guarantee has he that the wholesaler and retailer will handle these goods, taking it for granted that the laws of this country will be upheld and that each article imported into this country will be marked with the country of origin?

More serious still, what will be the attitude of the consumer? Are the relatives and friends of the lads who made the great sacrifice in Europe going to knowingly support German industry in preference to United States products? Will the great buying public, which is composed of hundreds of thousands of men who have seen with their own eyes the hundreds of examples of German inhumanity, look with favor on the use of German cigar bands and labels? And aside from the former soldiers and sailors, will the public itself forgive and forget the Lusitania and the long list of crimes that followed it wherever a German standard floated?

The truest indication of a German mind is the fact that it has underestimated everyone and everything since 1914, and overestimated itself.

We hear the remark, "Oh, the Americans have forgotten, and they will be glad to buy German goods again." This is one thing as a statement, but remains to be proven a fact.

We do not believe that the buying public at this time will look with favor on cigar bands and labels imported from Germany, and we have serious doubts as to jobbers and dealers purchasing cigars banded and labeled with German products.

Another thing for the cigar manufacturer to consider is the necessity for strong domestic concerns which will manufacture cigar bands and labels.

When German importations ceased, there was a heavy demand made on every cigar band and label concern in this country. The concerns for the most part were working to capacity, yet throughout the war they took care of home manufacturers as best they could with limited facilities and no chance to increase their equipment while the war lasted. Concerns that had always purchased domestic products were crying for deliveries, yet the domestic lithographers saved scores of brands by taking the manufacturers' orders who had never bought of them before, and took care of them throughout the war. Since the war has ended, the lithographers in some cases have made arrangements or have already installed additional equipment to enable them to serve the domestic industry promptly and efficiently.

Throughout the war the lithographers of this country played an important part in its success. The great posters which called the men to the ranks, sold liberty bonds and war saving stamps, swelled the contributions to the Red Cross and similar organizations, and which aroused this country to the highest pitch of enthusiasm and determination, came from the presses of the lithographic industry.

It it should be borne in mind that the lithographers in the cigar band and label business in New York City alone swelled the Liberty Bond purchases by nearly $2,000,000.

We believe thoroughly in the support of home industries, but if a manufacturer must have an imported band and label, Cuba, which is a republic of the Americas, is most deserving of consideration.

Belgium, France, Italy and England, though victors, are far more crushed today than is Germany. Industrially, Belgium and France have been gutted, and Germans know this full well. The destruction of their industries was deliberately planned and accom-

plished, and even though defeated in battle, German industrial plants are intact.

The typical German is still undefeated in his heart. He has no regrets and he glories in the catalogue of his nation's crimes.

Now he wants to do business with us again, and with his typical callousness and single-track mind, attempts to open up relations with a smile and takes it for granted that in a few short months the whole world has forgotten Germany's four-year war record.

The whole world is paying for this war. Suffering of every kind has come to neutral nations. We are still in the throes of the after-effects and still suffering. Months ago the world fixed the moral guilt for this great conflict.

It is scarcely to be believed that while in every part of this country we are erecting cenotaphs to loved ones who lie buried on European battlefields, we will on the other hand begin to buy goods branded with the word, "German."

Our own industries need to be built up and maintained at their highest point of efficiency, and the lithographers of this country who have given their utmost to the nation and to the industry should continue to receive the full support, which they have justly earned and well deserve.

The following dispatch from Brussels, Belgium, to the New York "World," is illuminating to say the least:

"Signs are not lacking here of the attempt being made by Germany to regain the place in the commercial world which she lost through the war. Goods now in the market in Belgium are often typically German. They are supposed to have been introduced secretly into the country via neutrals such as Holland and the Scandinavian countries. One outstanding feature of these goods, however, is the disappearance of the German trade-mark, but German cunning does not halt at this. The imperial crowns are now replaced by American eagles in an attempt to make the goods pass off as American, while others bear British and French trade-marks. The names of German firms are completely absent, but the manufacture is too typically German to go undetected."

Transportation Key to Country's Prosperity

Washington, D. C.

POINTING out that the magnitude and complexity of the business of the country is such as to make transportation the key to prosperity and that, therefore, it is essential that definite action regarding the future operation of the railroads be taken without delay, Jonathan Bourne, Jr., president of the Republican Publicity Association, in a recent interview declared that the business interests of the country should be assured that they will not be handicapped by the ever-present possibility of a nation-wide strike and that the Cummins bill should receive the immediate attention of Congress, that business may prepare for any changes which may come about in the railroad situation.

"The magnitude and complexity of the business of the United States is such as to make our transportation system the key to our prosperity," said Mr. Bourne. "Not only domestic trade, but foreign trade as well, depends upon continuous operation of the railroads. In scarcely any line of enterprise can an individual or corporation make a contract for the performance of future acts unless dependence can be had upon regular railroad traffic. No man engaged in construction can undertake the erection of a building unless he knows that his supply of lumber, hardware, lime and paint will be available when desired. No dealer in any commodity can undertake obligations for delivery unless he knows that trains will be in operation to bring him a supply from the original sources of production. No exporter of American commodities to foreign markets can bind himself to supply the needs of foreign buyers unless he knows that the railroads which bring the commodities from the interior to the seaboard will be in operation when the time comes to fulfill his contract.

"Practically all undertakings of a business nature in the United States are based upon the assumption that there will be no interruption of traffic other than that which may be caused locally by storms or mishaps which interfere with transportation for a few hours or days at the most.

"This dependence of business upon railroad transportation furnishes the reason for that clause in the Cummins railroad bill which makes it a crime for two or more persons to enter into any combination or agreement with intent substantially to hinder, restrain or prevent the movement of commodities or persons in interstate commerce. In order not to infringe upon individual liberty, however, that section of the bill also provides that no individual shall be denied the right to quit his employment for any reason.

"There is no other provision of the bill more important than this. With that section enacted into law, business in the United States may proceed with utmost confidence that there will be no material interruption of railroad traffic. Any man who is dissatisfied with his employment on a railroad will be at full liberty to quit. But when he ceases his employment there will be liberty for the railroad to employ someone else in his place and keep the traffic of the United States moving. With the anti-strike section enacted, business men, large or small, engaged in commerce, either foreign or domestic, may enter into contracts for future performance with reasonable assurance that, so far as transportation is concerned, they will be able to fulfill all the obligations they assume."

C. L. L.

PIPEMANSHIP

By Frank Farrington

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Part II

PIPE prices, along with everything else, have gone up. The reasons are obvious in the scarcity of briarwood, the increased labor costs and reduction of production. Whether this condition will ultimately be reversed and prices begin to gravitate downward or not, is not a matter that needs to be introduced into the consideration of salesmanship. It is enough to know that prices are up; that they will stay up for some time; that even at that they are not so high as to inconvenience many smokers because the smokers have more money with which to buy than ever before.

The pipe has always been the economical smoke. It offers the smoker a means of smoking the best tobacco possible at the lowest price possible. With cigars and cigarettes so high, there is even more reason than before for smokers to use pipes, and habitual pipe smokers will not find that increased pipe prices mean much to them.

If a customer for a pipe talks about advanced prices, do a little figuring for him. Talk to him like this: "You smoke your pipe perhaps five times a day. You use a pipe for three months. Those are very conservative figures, aren't they? Well, a hundred and fifty days, five times a day is seven hundred and fifty smokes. Suppose you pay three-seventy-five for a pipe. That is half a cent a smoke. Suppose that pipe used to cost you two-seventy-five. You are now going to pay about an eighth of a cent a smoke more to use that kind of a pipe. It costs you two-thirds of a cent a day increase. Have your wages increased (or has your income increased) enough since you bought one of these pipes for two-seventy-five to pay that two-thirds of a cent a day out of the increase?"

Any pipe customer will be interested in discussing the matter in this way with you and in making a set of figures on the costs of pipe smoking. Most men haven't thought about it in figures before, and they think of the dollar increase of price all in a lump. Get these increased prices figured down into fractions of a cent and they disappear as objections.

In the same way you can show how little more per day or week smoking costs under present prices and even the man who objects to that increase can save it by smoking once a day less perhaps.

There are many accessories that go with pipes and there is daily opportunity to make sales of these accessories. It is easy to sell a package of pipe cleaners with a pipe. You ought to display extra pipe stems and when you notice a smoker with a broken stem to his pipe, suggest that you might fit it with a new stem. It is good business to take orders for all kinds of pipe repairs and there ought to be a sign up to that effect:

"Send Your Pipe to the Pipe Hospital."
"We Repair All Kinds of Pipes."
"New Stems or New Bowls for All Sorts of Pipes."
"Meerschaum Pipes Repaired or Colored."
"We Can Duplicate Your Old Pipe."

That last sign suggests an appeal that may be made to men who have a special fondness for a certain style of pipe which they have not been able to duplicate. Of course, there will be some kinds of pipes that cannot be duplicated, but that sign might bring in occasional men for special orders of a profitable nature. Of course, when the customer comes in, you duplicate if possible from stock, if impossible, you send to a manufacturer or jobber. Preferably you ought to send the old pipe to get exact duplication. If you fail to get the pipe desired, you have at least satisfied the smoker that the pipe he wants is not to be had and he gives up the search without any further worry over the matter.

The sale of pipe accessories ought to be promoted by salesmen selling tobacco as well as when selling pipes. The customer who wants either pipe or tobacco is a possible purchaser of the other. He should be so regarded.

In pipe selling as in any other selling you should be careful not to exaggerate. State the truth and no more about the goods. You can perhaps make a sale of a 50-cent hardwood pipe by calling it "briar." Even if you bought that pipe from an unscrupulous maker who had the nerve to label it briar, you will be foolish to stretch the truth in talking to your customer about it. You may be easy enough so the manufacturer can get by with that sort of labeling, or mis-labeling, but when you tell a smoker that a pipe is briar when it is hazel or cherry or something else, you take the chance of making that customer a booster for some other cigar store, because he is going to learn the deception some day even if it gets by today.

If a woman comes in to buy her husband a meerschaum pipe, you may of course deceive her into thinking she has a very fine meerschaum at $4 when she walks out with a cheap meerschaum, but her husband may be more experienced in such matters and some day he may find out that you misstated the facts when you sold the pipe, and you will lose his trade.

It doesn't pay to take advantage of customers just because you have more technical information about the goods than they have. The customer who cannot distinguish between briar and maple depends upon the honesty of the salesman. If the salesman fails him, he never trusts him again after discovering his deception.

In the sale of well-known brands of cigars and cigarettes it doesn't make much difference what you say to the men who smoke them. That is, they think little of what you have to say about the character of the goods because they have smoked them and they know all about them. It is about goods that do not tell on the surface what they are, that you must be accurate.

Right in this connection it should be noted that *in pipes advertised grades have the advantage.* The standard, nationally advertised brand of anything has become more popular under advancing prices than ever.

There have been so many lines of goods changed and cheapened and substituted that one naturally turns to the goods that are known to be the same. Pipes have received less attention along this line than many goods, but even pipes are coming into their own and they are receiving advertising that is making certain kinds well known throughout the country.

It goes without saying that the advertised brands are the ones that are going to be sold with the least effort. They are already partly sold when put in stock. There is already a demand for them.

When you say to a customer, picking up a pipe of known make, "Here is a 'W. D. C.' pipe in a new and popular shape. They claim it keeps the nicotine out of the mouth," then you have said something of interest and something that carries weight because that smoker knows what sort of pipes the "W. D. C." line are. He has seen them advertised. Perhaps he has heard of the co-operative plan of management of the Wm. Demuth Company factory where the Leitch plan has been put into effect with more or less newspaper publicity.

But if you simply hand out a pipe with no brand on it, or with a brand the customer never heard of and that very likely means nothing to you yourself, you can simply say, "Here's a pipe that they say does this or that." You have to replace the known "W. D. C." with the makeshift "They."

Of course the fact that certain pipe manufacturers as well as certain cigarette manufacturers are spending great sums of money to popularize their lines is of itself a reason why you should be interested in pushing those brands. If the manufacturer is helping the dealer to a faster turnover of his product by giving it great publicity, the dealer may reasonably be expected to come back with a reciprocal boost for those lines.

The only advantage the non-advertised manufacturer has to offer is a price advantage (quality for quality). He claims that you have to pay for the advertising. As a matter of fact the idea that the dealer has to pay part of his profit for national advertising, is an exploded theory, but the non-advertising makers still "pull that stuff," as the boys say. But they do not go on to say that goods have got to be displayed and advertised in some way if they are to be sold, and if the manufacturer does not create the demand, you, the dealer, have got to do it yourself. You have got to sell customers on the manufacturer's product if he has not done it for you.

In selling the humbler kinds of pipes there is sometimes something akin to scorn shown by the salesman. If a poorly dressed workingman comes in and asks for a cob pipe, it is often tossed out to him without any opportunity for him to make any selection. It is made obvious that you don't care anything about the cob pipe trade, so "Take your cob and beat it!"

Well, in the first place, if you don't want that trade, why carry cob pipes? I can't admit that a store is justified in carrying any line of goods it is not willing to take pains in selling to the people who like to buy that line. And then in the next place, it is not every purchaser of a cob pipe that is such a "cheap skate" at that.

For years I sold an experienced old lawyer, the nestor of the county bar in the county in which I did business, sold him a cob pipe about once a week. And that cob pipe had to have a reed stem and a good draught. Now, if I had insisted upon throwing out a cob pipe to him when he came for it, he would have gone elsewhere for his pipe and tobacco and for cigars of which he bought many and for his daily newspaper. I had to let him see the box of pipes and help him to select a satisfactory cob, preferably a tall one with straight sides, not the rounded shape.

What was the use of his being so fussy about a cob pipe? I don't know and I don't consider it any of my business. My business was to please the customer and I tried to do it. I assume that I did, because I kept his trade.

And I am perfectly sure that he was justified in being particular in his choice of even a cob pipe. If you and I smoked cob pipes we would be fussy about them. We would like a certain kind better than any other and *we would want that kind.*

Another thing I want to speak about in connection with pipe selling and that is the sanitary side of it. Where pipes are shown, customers who don't stop to think, often try the draught by putting them in their mouth, by putting several in and buying only one.

If men who do that without thinking of anyone else's right in the matter, stopped to think they would not do it.

You may put up a card or two over pipe cases, "Please Do Not Put Pipes in the Mouth Before Buying." You may keep all the stock of any pipe except a sample, under cover and not hand them out, letting everyone try the same sample and take their chances, telling them that the pipe has been handled by many customers and put in the mouths of some.

There certainly is a good deal of advantage in having a stock of pipes that you can assure buyers have been in no one's mouth, and you can go farther and have a little bottle of some antiseptic solution and take pains on all but clays and cobs to clean the stem of the pipe, inside and out before the eyes of the customer, unless he doesn't wish it done.

If you do this sort of thing, make capital of it. Let customers see that you are safeguarding their health and looking after their interests to this extent. You will find that most customers have not thought of this matter or regarded it as a possible source of contagion as a public drinking glass might be.

At any time where there is any sort of an epidemic of contagious disease in your community, it is worth while for you to cash in on this carefulness you are showing.

Label the displays of pipes in the cases, "All Pipes Kept Sanitary Before Being Sold." You don't let everyone handle over the cigars in a box and not buy them. You are careful yourself not to take any man's cigar by the end he puts into his mouth. A pipe is the same proposition and nobody wants one that has been in other mouths before.

There are always many little things about the selling and handling of our lines of goods that we forget in our interest in developing sales. It pays to look for the little points and make them count for us.

Little Publicity That Pays

By Clarence T. Hubbard

A LITTLE pill will sometimes produce far better results than a whole bottle of medicine. And speaking of more pleasanter things—a kiss, although small, will accomplish more than a hundred pages of love letters. A parade is mighty impressive, but the little clown who walks by himself has no trouble in stopping all the traffic. A man may have all sorts of ledgers, adding machines and elaborate equipment, but his bank judges him by the place the *decimal point* stands on his bank account.

Human nature adores big things, yet thrives on the little things. A man may go into raptures after buying a new house and get that "grand and glorious" feeling. Yet an eleven-cent cigar after a good meal will ofttimes accomplish the same feeling. Big things are all right when followed, preceded, bounded or supported by other big things. The same with big advertisements. While the band is playing a lot of little fellows march right along and get a lot of attention simply because they are *small.*

The tobacco dealer may make as much profit as the chap who runs the store of many departments across the street, yet because his volume of daily sales does not run so high his business is looked upon as a small one. Unless the cigar man is the proprietor of a string of stores, or unless his business is of the voluminous sort, he can hardly expect to run full pages in the evening paper every night.

His advertising, providing he is a retailer, must be consistent with his store and his income. The turnover per cigar or per can of tobacco is not enough to warrant elaborate advertising. Yet that turnover can be increased *by advertising.* Accepting the principle that "constant dripping" will wear away the stone, the tobacconist can accomplish the same results with "small advertising" that other merchants do.

Along this line is the plan of running small advertisements in newspapers that bear timely interest in connection with the season on hand, or an approaching holiday, political event or something of that sort. It is a well-known fact that folks always like to read something *interesting,* something timely—not mere announcements. This is demonstrated in the columns nearly every newspaper maintains such as the "Musings of a Married Man" or the "Girl Across The Way Says" under which heading some amusing comment of the day always appears. Readers claim these columns first. They are interesting—and *human.*

The tobacco dealer, owing to the nature of his product, has a great opportunity in this direction. For example, he can run a series of advertisements, without illustrations, along the following style.

HOLY SMOKES!

That's what you will be saying when these chilly nights take you unawares.

Just the time to get next to a nice warm nifty pipe and a can of regular tobacco—the kind *Jack* sells.

Chase the chills out of your constitution with some classy cigars. Smoke the shivers from your system with some poppy tobacco.

Let *Jack* fill your Smoke Prescription.

Then when the chilly fall nights start their turn this type of advertisement can be inserted as a change in "copy":

WISH BONES AND CIGARS.

Last year a guest at a Thanksgiving dinner was allowed to hold one end of the wishbone and in pulling for "luck" found himself the possessor of the "big end."

"What did you wish for?" asked his host.

"A good cigar," came the answer.

And then the wish came true. The host handed him one of *Jack's cigars!*

That *same kind* is still carried. Fresh stock this week. Smoke one and you'll forget all about the High Cost of Wish Bones.

GET YOUR THANKSGIVING SMOKES AT JACK'S.

Thanksgiving time should never be overlooked for the sale of cigars and perhaps this little "ad" will help along the sales of the week:

BANG!

That's a very poor description of an explosive cigar—but beware or you will hear one——

FOR HALLOWEEN IS COMING!

Insure yourself against smoke tricks on that night by buying your cigars at *Jack's.*

Nothing but the best are sold. And the only thing that *Jack's* cigars ever cause to *explode* is *laughter.*

An advertisement of this type run every week and written to fit the season will gain attention and trade as well. The idea of the advertisements is to keep them snappy and to keep them interesting in text, bearing in mind that while people read advertisements, the ones they read most are those that are *interesting* as well as good. Forceful advertisements accomplish a great deal, but force alone will not accomplish as much as human interest—if it could, the Germans would have won the war. Mere force isn't sufficient—there must be something that hits a person along the style of things they like. And in tobacco advertising it is the text that carries interest that turns the trick. But such interest should be perpetuated in a planned manner—once a week—twice a week—or in some regular fashion rather than in a hit-or-miss style.

The Trade Association Open Price Policy

A LARGE number of business men are beginning to inquire whether the "open price policy," as practiced by a number of trade associations, is not in violation of the Sherman Anti-Trust Law. The operation of the "open price policy" is this: At the meetings of the association the contracts entered into by the various members of the association are open for inspection, and each member knows the prices which the other members are getting for their goods.

The law states that "Every combination . . . or conspiracy in restraint of trade or commerce among the several States . . . is hereby declared to be illegal." In the various decisions under this law it has been held that not only is any agreement illegal which is formed for the purpose of restraining trade or commerce, or of limiting competition, but that any agreement is illegal which in fact does restrain trade or limit competition, whatever may be its avowed object.

In one case it was held that the Government need not prove "that the agreement was entered into for the purpose of restraining trade or commerce, or for maintaining rates above what was reasonable. The necessary effect of the agreement is to restrain trade or commerce, no matter what the intent was upon the part of those who signed it. Purpose or motive is of no moment provided the contract or agreement directly provided for the suppression of competition, or when such a result as a matter of law must necessarily occur."

From these decisions it is clear that the "open price policy" could not be used as a blind to control prices or "divide the business." But assuming that such a policy is decided upon as a legitimate means of promoting the business of the members of any trade association, will the members of the association thereby render themselves liable to prosecution under the Sherman Law? And if such prosecution were begun, from malicious motives, would it probably result in conviction?

There is nothing new in the "open price policy." Wherever it is practiced the members of the trade association are doing only what every merchant does when he displays his goods with a price ticket on them. In fact they are doing less than the merchant, for they disclose only the prices at which goods have been sold. And producers who have a "fixed price" for their products make known to all, including their competitors, the price at which they sell.

Among merchants and manufacturers it is generally regarded that the disclosing of prices to competitors is an evil, to be guarded against whenever possible. Persons are employed to visit the stores of rivals and purchase certain articles for comparison. And the general result of the publicity is to keep prices down to the lowest possible point.

The conditions that govern various lines of trade differ, but it would seem that the "open price policy" should meet the approval of the buyer, especially if the buyer is informed as to the prices paid by his competitors. In the history of business secrecy has been one of the strongest weapons of the business pirate, and open dealing the mark of the honest tradesman. There seems to be no reason to think that it will be otherwise in the future.

It is quite certain that if a trade association wished to control prices they would compare prices before the contracts were made, rather than after. That the members of any given association are willing to give this information to each other indicates that they have come to regard business on the high plane of giving service to their fellows, and are concerned only in the giving of good service at a reasonable price, instead of giving as little as they must and getting as much as they can.

In order to secure a conviction it would be necessary to prove either: (1) that the object of the association, or of the agreement entered into by its members, is really to restrain interstate commerce, or (2) that the result of the action of the members is really to restrain such commerce.

Both of these are matters of fact which would have to be proved or disproved in any particular case. It is to be noticed, however, that the fact that such comparison of prices had an influence on commerce would not, in itself, make it a violation of the law.

As Justice Peckham said, "An agreement entered into for the purpose of promoting the legitimate business of an individual or corporation, with no purpose to thereby affect or restrain interstate commerce, and which does not directly restrain such commerce, is not, we think, covered by the Act, although the agreement may indirectly and remotely affect that commerce."

(Copyright by Ralph H. Butz.)

United Gets Ridgway Hotel Corner

The saloon in the Ridgway Hotel, at the northwest corner of Delaware Avenue and Market Street, Philadelphia, one of the oldest licensed saloons in the city, with the restaurant adjoining on Delaware Avenue, has been leased by Mastbaum Brothers & Fleisher for Augustus H. Butterworth for a long term to the United Cigar Stores Company of America, at an aggregate rental in excess of $150,000. This is said to be the highest rental ever paid for property in this vicinity. The high rental is said to be due to the continually increasing ferry traffic, which is estimated at 28,000,000 people crossing yearly.

Friends of mild Havana

ROB'T BURNS has more than eight times as many friends as he had, say, five years ago.

This is due, we believe, to the recognition that ROB'T BURNS, through changing economic conditions has never permitted any experiments with his high quality. His *full Havana filler* is cured to the same distinguishing mildness. The same deft hands produce him.

Thus, holding fast to his unique character, ROB'T BURNS today stands apart as never before. His friends who smoke him *know!* Any experienced cigar dealer will tell you how useless it is to proffer a substitute.

General Cigar Co., Inc.
119 West 40th Street, New York City

HAVE YOU TRIED ONE *LATELY?*

ROB'T BURNS
Invincible
2 for 25c
13c for 1

Rob't Burns Cigar

Allied Tobacco League of America

IN Cincinnati, Ohio, on October 3, the Allied Tobacco League of America was formed by growers, leaf dealers, warehousemen, manufacturers, jobbers and retailers of tobacco products, who met at the offices of the Cincinnati Tobacco Warehouse Company to effect a permanent organization, the object of which is to promote the interest of the industry at large throughout the United States and to protect it against all attacks of whatever nature, calculated to destroy or impair in any way the growth, sale, manufacture or use of tobacco.

The meeting was presided over by W. D. Spalding, who acted as Chairman of all the preliminary meetings. Following the adoption of a constitution and by-laws Mr. Spalding was the unanimous choice of his colleagues as the first President of the new organization, the operations of which promise to become nation-wide in scope, especially in the way of launching an active campaign to counteract the forces already at work to secure national prohibition of tobacco. Other officers elected at the meeting yesterday were: Charles B. Wittrock, vice-president; William S. Goldenburg, secretary; George E. Engel, treasurer; Emmet Orr, official organizer and field secretary.

D. H. Gayle was named Chairman of a temporary Executive Committee, which includes Emmet Orr, R. E. Dundon, of Louisville, and Dr. W. A. Gardner, of New York. Much of the preliminary work of placing the local organization upon its feet has been done by Dr. Gardner.

The League will be incorporated under the laws of the State of Kentucky and the main offices will be in Cincinnati. Literature of an educational nature is to be published at once and branch organizations are to be formed in every part of the country, field organizers being sent first of all into the heart of the great burley tobacco-growing sections of Kentucky, Ohio, Indiana and West Virginia, as well as into the Black Patch of Southern and Western Kentucky and Tennessee.

If a plan offered by Charles B. Wittrock, Chairman of the Committee on Organization, is adopted, headquarters subsidiary to the main offices in Cincinnati will be established in the East, West, North and South of the country, probably at New York, San Francisco, Detroit and New Orleans.

In addition to a membership composed of those connected with some branch of the tobacco industry it is proposed to take in bankers, hotel men, and consumers of tobacco products generally who may be interested in defending their individual rights against the activities of anti-tobacco propagandists everywhere.

The Board of Directors is composed of the following well-known tobacco men: Thomas H. Gray, Covington, Ky.; Laban Phelps, Louisville; Dr. S. H. Halley, Lexington; Joseph A. Strobl, Cincinnati; Elijah Kirk, Maysville, Ky.; Fred W. Miller, Cincinnati; Anthony McAndrew, Louisville; J. C. Hughes, Richwood, Ky.; Charles Youall, Burlington, Ky.; Otto Selbach, Louisville; J. Stacey Hill, Cincinnati; D. Howard Gayle, Cincinnati; George Wehrley, Covington; Fred Stucey, Ghent, Ky.; Harry Ketchum, Cincinnati; M. L. Kirkpatrick, Cincinnati; Michael Ibold, John H. Dickerson, Max Greenwold, Cincinnati; James H. Stone, Lexington; J. S. Phelon, Owensboro, Ky.; Joseph Oury, New Orleans.

Tampa Strippers Strike

Tampa, Fla., October 11.

Many of the Tampa factories are closed again for the second time in a month, due to the walkout of strippers. This follows the settlement made in September and has destroyed any sympathy that might otherwise exist for the workmen.

The cigar manufacturers have reached a point where they will not listen to unreasonable demands, and the present condition bodes ill for the future of Tampa as a cigar manufacturing center.

The threat to quit Tampa has been made by cigar manufacturers on several occasions, and it would not be surprising if some of them now did not stand on the order of their going.

The Spanish societies have most of the factories in their grip, due to the fact that while the handwriting has been on the wall for some months only a few manufacturers have made any determined effort to Americanize their factories.

It is doubtful if the trouble that would have been precipitated by taking the bull by the horns months ago could have had any more damaging effect on the industry than the reoccurring strikes.

The Allied Tobacco League of America is getting off to a good start. The tobacco industry in all its branches is certainly sold on the proposition, but in selling the consumer the league will forge its most powerful weapon.

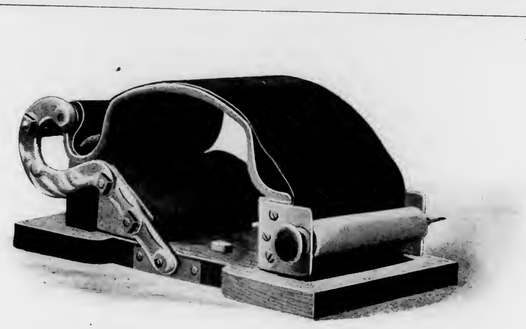
The tobacco strippers in Cuba have struck for an increase in prices on wrappers of from six cents a pound to twenty cents a pound. The owners are unwilling to meet this increase and so there is nothing doing in Cuba in the stripping line just now.

The "Yankee" Bunch Machine

MEANS

Economy and Production

It makes bunches equal to hand-made
It saves binders
It produces more cigars at less cost
It works either long or short filler
It can be operated by UNSKILLED LABOR
It costs $10 per machine f.o.b. foundry



Made in five sizes, 4, 4½, 5, 5½ and 6 inches

Millions of nationally known brands are now being made in factories we have equipped with "Yankee" Bunch machines.

The demand for mechanical devices is enormous.

Place your order at once and be convinced.

American Box Supply Co.

383 MONROE AVENUE
DETROIT, MICH.

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
BOSTON

Reeves, Parvin & Co., *Philadelphia Distributors*

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

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Notes and Comment

The Consolidated Cigar Company has opened a factory in Columbus, Ohio.

Three large cigar corporations are now producing annually nearly, if not quite, twenty per cent of the entire cigar production of the United States.

The recent absorption of the G. J. Johnson Cigar Co., of Grand Rapids, Mich., by the Consolidated Cigar Corporation, gives this concern an annual output of close to 500,000,000 cigars.

The cigar manufacturer who is not spending some time now in investigating mechanical devices for the facilitating of cigar production will sooner or later have good cause to wish that he had.

When we stop to think that for a short period we must support by exports about 100,000,000 European people, and then see the thousands of people in every large city who are producing nothing, we begin to understand the relation between supply and demand and prices.

It is understood that the agreement with the packers' union in Tampa permits the manufacturers to pack twenty per cent of their annual output in cans. As very few manufacturers pack that percentage the agreement will not affect the tin can business in Tampa for the present.

The acquisition of the Griffin Tobacco Co. by the American Sumatra Tobacco Company brings this concern into world-wide notice as importers and exporters of tobacco. Fred Griffin and Frederick Lederer have both been elected vice-presidents of the American Sumatra Tobacco Company.

Every thinking man knows that production to a great extent governs prices, yet the strikers while absolutely stopping production expect by the very act to bring prices down and increase their own earnings. We do not know just where the limit is, but we have an idea that we are getting thereabouts.

If John Barleycorn died and was buried at midnight, June 30th, we wish to join with Sir Oliver Lodge, William James, Sir William Crookes, Sir A. Conan Doyle and Professor Muensterberg in expressing a belief in the possibilities of communication with the dead. In fact we will go a step further and state that we are convinced of it.

The idea of further taxing the tobacco industry should be squelched at once. The antiquated methods employed in raising revenue have contributed considerable to the high cost of living, and have in many cases opened the way for taking advantage of the consumer. The dizzy heights to which cigar prices have already soared are founded in a large part on taxes. And the revenue figures offer ample evidence of the fact that a continuation of this line of reasoning will leave nothing to be taxed.

Notes and Comment

The L. P. Colenbaugh Co., Vincennes, Ind., has increased its capital stock from $10,000 to $60,000.

The average price of Connecticut tobacco for the past ten years was 24.4, and for the last year 44 cents.

The Mazer Cigar Corporation, of Detroit, Mich., has increased its capital stock from $75,000 to $200,000.

Internal Revenue collections at Tampa, Fla., for the month of September were $388,379, as compared with $196,206 in September, 1918. The cigar output was 44,998,830 as against 37,126,380 last year. Customs receipts September, 1919, were $195,193; September, 1918, $161,283.

The Kentucky Tobacco Products Company, which has been in liquidation, was sold at public auction on October 6. J. C. Mahler, of New York, said to be a representative of the American Tobacco Company, bought the Louisville plant and the Richmond, Va., plant for a total of $600,000.

An exchange says that the British-American Tobacco Company is shipping twenty-five million cigarettes a month to the natives of East Africa. "But the native smokes them four times as fast as the English, by putting one in each corner of his mouth and then smoking four at a time." If this means that the native has four corners to his mouth, we do not believe it.

The president of Uruguay has proposed to the National Council of Administration, a law providing for the establishment of a tobacco monopoly in that country. The various provisions include the expropriation of factories and importers; a bond issue; fixing of prices; compulsory use of the native leaf, and the leasing of the monopoly under government regulation of operations.

The American Sumatra Tobacco Co. has acquired the Griffin Tobacco Company, of Hartford and New York. Fred B. Griffin and Fred Lederer have been elected vice-presidents of American Sumatra. The Griffin Tobacco is the second largest tobacco grower in Connecticut, and the largest exporter of American cigar leaf tobacco in the United States. The American Sumatra Company directors, at the October meeting, declared the usual quarterly dividend of two and one-half per cent upon the common stock of the company.

Reports from Cuba are quite cheerful, notwithstanding the fact that strippers are striking for a 300 per cent increase in pay. The early big strike has not prevented a large increase in the manufacture and export of cigars over 1918. The cyclone only struck the Pinar del Rio district. Prices will be very high. All the Vuelta Abajo crop has been practically taken out of the hands of the farmers, and buyers are crying for more. Everyone in Havana is highly optimistic about the future of the industry.

Camel Cigarettes

YOUR cigarette sales will take a sure-enough jump, if you talk "Camels-by-the-Carton." It doesn't take much persuading to "sell" the Camel-Carton-Idea.

Men land on the suggestion quick and stick to it—because it's so convenient to have a generous supply of Camels at home, or the office, or for traveling.

Get the good business angle of selling ten packages at a shot, where you sold one before! Try it! It keeps sales in your store—and how it does hunch profits!

R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.

HELMAR
TURKISH CIGARETTES

EVERY mail brings us the strongest voluntary indorsements of Helmar.

Not because they are Helmar—but because Helmar is 100% pure Turkish Tobacco—the Mildest and Best tobacco for cigarettes.

"Bundle" cigarettes, to be sure, contain a "dash" of Turkish—but a "dash" of Turkish, compared with 100% pure Turkish, is a joke.

15¢

We are talking plain but it's the Truth.

Kinney Brothers
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

LEAF MARKET JOTTINGS

LANCASTER County is by no means dead to the world so far as the tobacco leaf business is concerned, but present activities are few and there is very little movement.

The cigarmakers' strikes have very largely failed, but in the meantime they tied up an enormous amount of tobacco that would have gone into cigars and cleared the way for the new crop.

The late warm weather of September and early October was favorable to the development of late uncut and hail-damaged crops, amounting anywhere from 15 to 20 per cent. of the crop, but the early crops are all in the sheds and give promise of very good quality. With cigar factories in full operation there would soon be a brighter outlook for the growers.

No sales of 1919 tobacco have been reported as the dealers want to dispose of 1918 tobacco. Some of the 1918 crop has been sold at 23 cents, and the growers will probably get 25 cents as soon as the demand rises.

The Lancaster County Tobacco Growers' Association is building a large warehouse in Quarryville, in the southern section of the county, which has been short of such facilities.

The United States Department of Agriculture in its report of October 9, said that the tobacco crop in Lancaster and York counties suffered from unfavorable weather, insect damage, and rust, while the northern part of the State has the best crop of the past several years. Condition on October 1 was 80 per cent. of a normal, indicating a yield of 1264 pounds per acre and a total production of 51,824,000 pounds as compared with 64,752,000 pounds, last year's final estimate, and 57,266,300 pounds, the average production for the past ten years.

***

The "Western Tobacco Journal," published in Cincinnati, in addition to its admirable and thorough reports on the tobacco markets generally, is especially qualified to discuss the Ohio situation, and says that extensive tours and other sources of information in the burley section tend to increase previous reports, both as to shortage and generally poor quality. An average of all conservative estimates places the total product at not to exceed 60 per cent. of that of last year, and 90 per cent. of this will be of inferior quality, a feature scarcely less abnormal than that of yield.

Reflecting upon the situation the surplus of old tobacco is greater than usual; prices at the few points where new tobacco has been sold were lower than last year and barely satisfactory. There are those of long experience and sound judgment who predict that many a crop will be sold under $10 per hundred. Should this be the case, the season of 1919 will be fraught with much loss, as such prices would not pay cost of production.

In the South, tobacco has been rushing into Winston-Salem, N. C. One day's sales amounted to nearly 700,000 pounds, at an average of $41.60, and another day's sales to a half million pounds at $42.85. The leaf has plenty of color and is generally of a highly desirable quality.

At Rocky Mount, N. C., the warehousemen reported sales to date, on October 1, of over seven million pounds for an average of $38.21. A million pounds sold for an average of $44.86 per hundred. Sales to the same date last year were 6,568,448 pounds, at an average of $33.94. A gain of the present season of 600,000 pounds and a gain in average of $3.27. Some of the finer grades have sold as high as $105 per hundred.

Average at Greenville, N. C., was $42. Reidsville, N. C., on October 2—average, $51.75, a world's record; Durham, N. C., $42.91; Kinston, $40.06.

Lynchburg, Va., has not reached its stride but sales of new dark tobacco of common and medium grades brought from $14 to $21 per hundred, according to quality. Prices are as high or higher than they have been heretofore.

In Kentucky all reports are favorable, the crop has been rushed into the sheds, and in many sections 90 per cent. has been housed, eliminating all danger of material damage from frost.

State Commissioner of Agriculture Harris, of South Carolina, has issued a report for the months of July and August, 1919. The total amount of sales during the month of July was 24,939,252 pounds valued at $5,256,115.05, an average of $24.62. In August the total was 44,345,927 pounds, for a value of $10,944,116.50. The highest average in the past nine years was in July 1918, which was $30.40. The average price for August, 1919, was $24.68.

Official quotations of the Louisville Leaf Tobacco Exchange give the high prices as follows: 1918 burley, dark red: trash, $16 and $19; lugs, $21, $23 and $25; leaf, $22, $24 and $26; good leaf, $30, and fine, $38; bright red—trash, $17 and $22; lugs, $24, $26 and $30; leaf, $30, $32 and $34; good leaf, $38, and fine, $35.

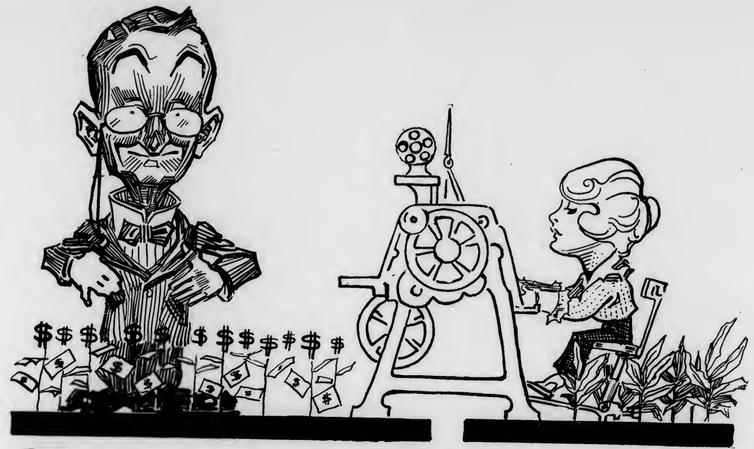
***

In Connecticut sorting and picking over the crop is in full swing in the warehouses throughout the State, and experienced workers are in demand.

Storm and hail insurance men are congratulating themselves on having had no losses to pay, but a few losses would have helped business next year.

It is said that the Griffin Tobacco Company has exported 5,000,000 pounds of low grade tobacco to Europe.

The harvest season throughout the valley is finished and the farmers are looking for buyers for the balance of their 1918 crop. No sales have been reported of the 1919 crop.



Turning Tobacco Into Dollars

THAT'S what the Universal Tobacco Stripping and Booking Machine is doing for more than a thousand cigar manufacturers today.

And the "Universal" is reaping *extra* dollars for these manufacturers—because it cuts down costs and increases production over the old hand-stripping method.

Because they pay for themselves in saving and in increased profits, progressive manufacturers use

THE UNIVERSAL
Tobacco Stripping and Booking Machine

You can see the Universal for yourself, demonstrated in your own factory and with your own tobacco. Send for Catalogue, Price List and Demostration today.

Universals save stock, save wages, save space. Universals increase production, quality and satisfaction.

One Universal does the work of up to three hand-strippers.

The smooth books, ready "for work", mean 35 to 50 more cigars a day, from each man.

Hand-stripping means loss through scrap. Universal saves most of this scrap.

Universal Tobacco Machine Company
79 Fifth Avenue, New York
Factory, 98-104 Murray Street, Newark, N. J.

-and it doesn't cost you a cent

-puts pep in your pipe business

THE PIPE ORGAN is dedicated to the advancement of the retail merchants.

It tells a lot about the WDC business and pipe making, but it is not exclusive and covers the entire field of retail selling.

It is yours for the asking. Just stick this coupon on one of your letterheads and send it to us. After that you will receive The Pipe Organ every month.

Some of the WDC Brands of Pipes:

	Brighton	Milano Special
just stick this on your letter head	Derby	Morocco
	Genova	Stratford
	Hand Made	Stratford Special
	Hand Made Special	Turin
I want the PIPE ORGAN	Highest Grade	Triangle Bakelite
	Lucerne	Wellington
	Milano Extra	Windsor

WM. DEMUTH & CO.
230 FIFTH AVE. NEW YORK

Contraband Cigarettes

Washington, D. C.

TOBACCO dealers who purchase cigarettes from discharged soldiers and resell them to others, will find themselves in serious trouble, for the Internal Revenue Bureau and Department of Justice are now investigating reports that dealers have purchased large quantities of unstamped smokes.

Cigarettes purchased by soldiers from the commissary are not taxed and bear no stamps. The selling of such cigarettes is punishable by a fine of from $500 to $5000, or imprisonment of from six months to two years, or both, and it is declared that the district attorney's office has disclosed that a number of dealers have been guilty of the offense and that some discharged soldiers have done a thriving business.

The proprietors of one local cigar store have already been arrested, charged with having a large quantity of contraband cigarettes that had been obtained from the commissary department at Fort Myer. Officials of the bureau of internal revenue declare that there is a considerable traffic in these cigarettes, and it is understood there are several other cases under investigation.

Soldiers at the nearby camps are able to purchase cigarettes from their commissaries, not only without paying the tax, but at the lower prices that prevailed when the goods were bought by the Government some months ago. In reselling these to dealers, it is declared they sell them at a slight advance over the amount they paid and that the dealers then not only profit to the extent of the tax but make something from the increase in price, as well.

The contraband cigarettes are readily detected, since the packages do not bear a stamp but, having been prepared for export, are so marked. They were bought by the Government for the use of the troops in France, but the armistice was signed before they were shipped and they are now being disposed of in this country.

C. L. L.

SUBLIME TOBACCO

Sublime tobacco! which, from east to west,
Cheers the tar's labor or the Turkman's rest;
Which on the Moslem's ottoman divides
His hours, and rivals opium and his brides;
Magnificent in Stamboul, but less grand,
Though not less loved, in Wapping on the Strand;
Divine in hookas, glorious in a pipe,
When tipp'd with amber, mellow, rich and ripe;
Like other charmers, wooing the caress
More dazzling when daring in full dress;
Yet thy true lovers more admire, by far,
Thy naked beauties—give me a cigar!—Lord Byron.

LABOR TROUBLE

His better-half (regarding him from the bedroom window)—"Where you bin this hour of the night?"

"I've bin at me union, considerin' this 'ere strike."

"Well, you can stay down there an' consider this 'ere lockout."—"Tit-Bits."

INTERNAL REVENUE COLLECTIONS FOR JULY

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of July, 1919.

(Figures for July, 1919, are subject to revision until published in the annual report.)

Products		*July, 1918*	*July, 1919*
Cigars (large):			
Class A,	No.	91,319,327	172,036,644
Class B,	No.	383,483,644	226,590,362
Class C,	No.	157,077,157	166,682,051
Class D,	No.	1,257,176	2,049,354
Class E,	No.	1,472,319	2,606,677
Total,		634,609,533	569,965,088
Cigars (small),	No.	79,237,849	47,290,267
Cigarettes (large),	No.	2,454,860	2,690,367
Cigarettes (small),	No.	3,796,878,822	3,585,111,783
Snuff, manufactured,	Lbs.	2,971,122	3,026,964
Tobacco, manufactured,	Lbs.	36,607,578	33,838,667
Playing cards	Packs	2,167,214	1,293,319

PORTO RICO FOR JULY

Products		*July, 1918*	*July, 1919*
Cigars (large):			
Class A,	No.	4,800,000	2,549,500
Class B,	No.	2,786,925	396,225
Class C,	No.	3,321,705	635,460
Total,		10,908,630	3,581,185
Cigars (small),	No.	800,000	500,000
Cigarettes (large),	No.	.....	750,000
Cigarettes (small),	No.	.....	400,000

PHILIPPINE ISLANDS FOR JUNE

Products		*June, 1918*	*June, 1919*
Cigars (large):			
Class A,	No.	5,029,740	18,297,508
Class B,	No.	19,872,090	3,053,098
Class C,	No.	1,022,750	367,951
Class D,	No.	.....	.....
Class E,	No.	.....	100
Total,		25,924,580	21,718,657
Cigarettes (small),	No.	309,107	210,020
Tobacco, chewing and smoking,	Lbs.	600	.....

SAM GREENWALD LOOKING FOR STAND

Samuel Greenwald, genial representative of the *Tobacco Leaf* in this city, and proprietor of the cigar store at 5 Market Street for more than twelve years, has lost his stand and is now looking for a good location.

Sam knew that he would be unable to renew his lease at 5 Market Street, but understood from the landlord that he was to have the corner location at Water and Market Streets, and so worried no more about it. However, the ethics of landlords and real estate agents are not what they used to be—or ought to be. The only reflection that we have to offer is that Sam can consider himself lucky that he was not living there.

We must say that Sam kept a good, clean store and that in the twelve years of his occupancy had built up an excellent class of trade, despite all kinds of opposition. It is to be regretted that the prestige and goodwill of twelve years have been sacrificed by a greedy landlord.

TOPIC
HAVANA CIGARS
10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : :

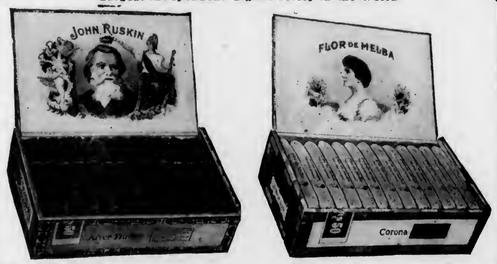
Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" eight cent cigar two for fifteen cents

For Gentlemen of Good Taste
San Felice
2 for 15c
The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

Two Brands that will Increase Your Business

John Ruskin Is IT TOO BIG?
Flor de MELBA The Cigar Supreme
7c. -3 for 20c. 3 for 25c. up
POSITIVELY THE BEST AT THEIR PRICE
Both Brands Are Big Sellers
We Recommend That You Carry a Supply of Them
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World


NEW TOBACCO CROP IN GREECE

Estimates for the tobacco crop in Greece for the coming autumn and winter are considerably below those of former years. Much of the crop of last year is still being held for speculative purposes, owners hoping to secure the high prices which obtained in 1917. For this and other reasons, the acreage planted is smaller than in the immediate past. Conservative estimates secured from persons closely in touch with tobacco conditions place the production for 1919-1920 at:

	Pounds
Island of Samos,	1,410,750
Mitylene,	1,975,050
Chios,	282,150
Lemnos	92,860
Amorgos,	282,150
Argolis,	4,232,250
Other districts in the Peloponnesus,	92,860
Total,	8,368,070

It is estimated that the local market will take care of about 3,385,800 pounds of tobacco; this will leave available for export 4,982,270 pounds of the above varieties. No plantings were reported this year from the islands of Paros, Naxos, Myconus, Tinos or Nios.

The production in the Provinces of Attica and Boeotia is placed at 56,430 pounds; Thessaly and Phthiotis will produce, between them, some 14,107,800 pounds, and Epirus and Saloniki are credited with 282,150 and 5,643,000 pounds respectively. Eastern Macedonia, including Drama, Cavalla, and Serres, will, it is thought, produce about 11,286,000 pounds.

As was suggested above, growers are holding their crop for the high prices of 1917; but there are few sales.

NOT UNDERSTOOD

Not understood, we move along asunder
Our paths grow wider as the seasons creep,
Along the years we marvel and we wonder
Why life is life. And then we fall asleep—
Not understood.

Not understood, we gather false impressions
And hug them closer as the years go by,
Till virtues often seem to us transgressions,
And thus men rise and fall and live and die—
Not understood.

Not understood—how trifles often change us,
The thoughtless sentence or the fancied slight
Destroy long years of friendship and estrange us.
And on our souls there falls a freezing blight—
Not understood.

How many cheerless, lonely hearts are aching
For lack of sympathy—ah, day by day
How many cheerless, lonely hearts are breaking,
How many noble spirits pass away—
Not understood.

O God! That men could see a little clearer,
Or judge less harshly where they cannot see—
O God! That men would draw a little nearer
One another. They'd be nearer thee—
And understood.—"Exchange."

THE SECRET of a MANILA CIGAR is SUN and SOIL

Nature Is Kind in the Philippines

MANILA Cigars have taken a firm hold on the American Smoking Public for the Reason that they Possess Certain Qualities and Characteristics Born in the Tobacco of which they are Made.

A Soft Warm Sun and a Soil that is Enriched Each Year by the Overflow of the Cagayan River give to the Manila cigar a Natural Aroma and a Mildness that no Artificial Process of Manufacture can Produce.

And More! Manila Cigars are Made by Skilled Hand Labor Employing the Methods only that are best Calculated to Produce Cigars of the Highest Type. They are not Made to be Merely Cheap but to Satisfy the Demand of a Discriminating Smoker for a Mild, Free-burning Cigar of Character.

Considering the Quality of the Materials used in Manila Cigars and the Method of their Manufacture, they are by far the Cheapest Cigars ever Offered the United States Market.

The Spectacular Growth of the Trade in the Past Three Years Proves how Quick the Smokers have been to Appreciate the Manila Cigar. And the Prices Obtained for them at Wholesale and at Retail Convinces the Most Conservative Distributors and Dealers in the Trade of the Advantages in Handling them.

THERE IS PROFIT IN MANILAS

List of manufacturers and distributors sent on application

MANILA AD AGENCY
CHAS. A. BOND, Mgr.
546 West 124th Street, New York

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Campaign on Tax Dodgers

Washington, D. C.

A SPECIAL campaign for the discovery and punishment of merchants and manufacturers who followed erroneous methods in making their inventories for the taxable years 1917 and 1918, with the result that their tax liability was reduced, has been inaugurated by the Bureau of Internal Revenue.

In cases of voluntary disclosure of failure to make return and payment before investigations are inaugurated, the policy of the bureau will be to forego penalties except where there is intentional evasion of the tax. Where discovery is made by Government agents, however, heavy penalties will be inflicted.

In some cases, it is declared by officials of the bureau, inventories have been found to have been taken on the basis of average costs, though it was possible to identify the articles remaining on hand at the inventory period, and so determine their exact cost. In others, because of conservative accounting methods, flat percentages have been deducted after determining inventory values. Others used a fixed average, based upon costs of prior years, or failed to include in their inventory all merchandise to which they had title.

All of these methods, which have the effect of reducing the tax due the Government, are contrary to the regulations of the bureau and are illustrative of numerous irregularities which have been found. A warning issued by the Treasury Department advises taxpayers who have followed such methods to file correct returns without notice and without investigation if they desire to escape the penalties fixed by law.

C. L. L.

NEW COATING FOR SAFETY-MATCH BOXES

The shortage of antimony caused by the war has led to the discovery of an excellent substitute for it in a product used for coating safety-match boxes, upon which safety matches are struck. The substitute, which is manufactured by Sirkarna in Banska Bystrice, Slovakia, is called "brilliantfriction," and is said to be considerably lighter in weight and in every respect far more effective, in addition to which it is 50 per cent. cheaper. The composition has of itself such igniting qualities that there is a saving effected of red or so-called amorphous phosphorus in the coating and of chlorate of potash in the composition for the heads of the matches and to this extent making the matches safer by reducing the danger of self-ignition. The manufacturing concern asserts that in one test over 500 matches were successfully struck on one box, and 100,000 boxes were coated with 1½ kilos of amorphous phosphorus and three kilos of brilliantfriction.

It is free of any pulverized glass, graphite, or foreign substance of that sort. Great quantities have already been exported to Sweden, Denmark, Holland, Austria and Germany.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Sale Tax Proposed

Washington, D. C.

A DEFINITE proposal for a one per cent. tax on all sales will probably be made to the ways and means committee of the House of Representatives within a few days as part of the plan to have the committee recommend the abolition of some of the consumption taxes in the present law. Bills now before Congress call for the repeal of the taxes on soft drinks and ice cream, the admission tax, the consumption tax on cigars and tobacco and the luxury taxes, and it is planned to have this tax take their place.

The imposition of such a tax, it is declared, would yield the Government approximately five billion dollars a year, according to Representative Fordney, chairman of the committee, who is strongly in favor of such a measure. That is about a billion more than is raised by the entire revenue law now in force and, inasmuch as it is not proposed to repeal the entire law, the addition of this tax and the repeal of the present taxes enumerated above would give the Treasury an additional two and possibly three billion dollars a year.

The proposed one per cent. tax would apply to practically all retail sales, the possible exceptions being food and drugs, and to transfers of real estate. In the sale of real estate the tax would net the Government a great additional revenue. Under the present nominal tax on such transfers, the sale of a $10,000 property nets the Government $10 in tax; under the proposed tax, it would receive $100.

The tax would prove no greater burden upon the people than do the present consumption taxes, it is declared, and would be much easier of collection. It would also relieve merchants of the necessity of keeping record of the sales of taxable commodities, since they would have only to report their total sales for the taxable period and pay tax thereon. Such a method would not only be easier, but would save both the merchants and the Government money and, a still further advantage, would eliminate any possibilities of evading the tax. At the present time, it is believed there is considerable evasion of tax being practiced, much of it by merchants who are not aware that they are selling taxable goods.

C. L. L.

TOBACCO PLANT ENLARGES

J. W. Gravely, president of the China-America Tobacco Company, with offices in Rocky Mount, N. C., will build a big addition to his company's Rocky Mount factory.

Plans have been completed for the building, which will be a four-story brick mill, fireproof structure, furnishing 25,000 square feet of floor space. The mechanical equipment to be installed will include two tobacco-drying machines with a capacity of 70,000 pounds in ten hours.

Reiss Brothers & Company, of Chicago, Ill., are so far oversold on their production for the balance of the year that they are allotting only twenty-five pieces to a customer, regardless of the size of the order.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
ROSS-GOULD Mailing **Lists** St. Louis

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

VERMEER:—41,324. For all tobacco products. September 18 1919. American Litho. Co., New York City.

GARCIA PLANTA:—41,325. For all tobacco products. September 16, 1919. American Litho. Co., New York City.

ARTE DEL GARCIA:—41,326. For all tobacco products. September 16, 1919. American Litho. Co., New York City.

VERA DEL GARCIA:—41,327. For all tobacco products. September 16, 1919. American Litho. Co., New York City.

GARCIA PERLA:—41,328. For all tobacco products. September 16, 1919. American Litho. Co., New York City.

SELLO DE GARCIA:—41,329. For all tobacco products. September 16, 1919. American Litho. Co., New York City.

GARCIA MONTE:—41,330. For all tobacco products. September 16, 1919. American Litho. Co., New York City.

THOMPSON'S CIGARETTES:—41,331. For cigarettes. September 11, 1919. Thompson & Co., Inc., Tampa, Fla.

EDWIN ALDO:—41,332. For cigars. Registered September 13, 1919. Friduss Bros., Chicago, Ill

ISABELA Y COLON:—41,333. For all tobacco products. September 20, 1919. Compania General de Tabacos de Filipinas, New York City.

UNION BARBER:—41,334. For cigars, cigarettes and tobacco. September 17, 1919. John J. Coffey and George H. Wahl, of Buffalo, N. Y.

JOURNEYMEN BARBER:—41,335. For cigars, cigarettes and tobacco. September 17, 1919. John J. Coffey and George H. Wahl, of Buffalo, N. Y.

TONSORIAL ARTIST:—41,336. For cigars, cigarettes and tobacco. September 17, 1919. John J. Coffey and George H. Wahl, of Buffalo, N. Y.

NUEVA GARCIA:—41,337. For cigars, cigarettes, cheroots and tobacco. September 20, 1919. Pasbach-Voice Litho. Co., New York City.

OLD TAILOR:—41,339. For all tobacco products. September 22, 1919. Geo. W. De Wald, Waterloo, Iowa.

SOULMATE:—41,340. For all tobacco products. September 20, 1919. Schwarzkopf & Ruckert, New York City.

LA EBERTOSA:—41,341. For all tobacco products. September 20, 1919. Ebert & Bromberg, New York City.

EVA'S GARCIA:—41,342. For all tobacco products. September 20, 1919. Ebert & Fromberg, New York City.

"18-50":—41,345. For all tobacco products. September 27, 1919. American Litho. Co., New York City.

RE-ORDER:—41,346. For all tobacco products. September 19, 1919. C. B. Henschel Mfg. Co., Milwaukee, Wis.

VIRGINIA TOKENS:—41,347. For all tobacco products. September 23, 1919. Majestic Tobacco Co., New York City.

GENERAL PILSUDSKI:—41,348. For all tobacco products. September 24, 1919. Stanley Ignaszewski, New York City.

CHASSEUR a CHEVAL:—41,349. For all tobacco products. September 27, 1919. F. A. de Pilis, New York City.

FYIGIA:—41,350. For all tobacco products. September 29, 1919. Polo Club Cigarette Co., Inc., New York City.

ME SHAL:—41,351. For all tobacco products. September 27, 1919. M. Abood Cigar Mfg. Co., Jacksonville, Fla.

GENERAL MENCHER:—41,352. For all tobacco products. September 27, 1919. Opperman Cigar Co., Johnstown, Pa.

DAGACA:—41,353. For all tobacco products. September 11, 1919. D. A. Garcia & Cia., Chicago, Ill.

TRANSFERS

LA PORTOLA:—For cigars, cigarettes and tobacco. Registered April 27, 1909, by Edward Wolf Co., San Francisco, Cal. Transferred to A. C. Hirschfeld & Co., Inc., San Francisco, Cal., September 15, 1919.

VALAFRIES:—41,306 (T. M. A.). For all tobacco products. Registered August 23, 1919, by Adolph Frankau & Co., Inc., New York City. Transferred to Weideman-Fries Co., Cleveland, O., September 18, 1919.

WEIDEFRIES:—41,292 (T. M. A.). For all tobacco products. Registered August 23, 1919, by Adolph Frankau & Co., Inc., New York City. Transferred to Weideman-Fries Co., Cleveland, O., September 18, 1919.

FECUNDA:—27,277 (U. S. T. J.). For cigars, cigarettes and cheroots. Registered June 4, 1903, by Louis E. Neuman & Co., New York City. Transferred to Louis Pastorella, New York City, September 23, 1919.

APPOINTMENT:—23,703 (Tobacco Leaf). For cigars. Registered August 5, 1902, by George Schlegel, New York City. Transferred to Davis, Sherk & Mason Cigar Co., Reading, Pa., September 29, 1919.

UHLAN:—20,756 (Tobacco World). For cigars, cigarettes and cheroots. Registered August 31, 1910, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to C. B. Henschel Mfg. Co., Milwaukee, Wis., September 29, 1919.

CANCELLATIONS

RED ARROW DIVISION:—41,256 (T. M. A.). For cigars, cigarettes, smoking and chewing tobacco. Registered July 30, 1919, by George L. Schulz, Saginaw, W. S., Mich. Cancelled September 20, 1919.

LOUIS THE FIFTH:—41,296 (T. M. A.). For all tobacco products. Registered August 30, 1919, by Pasbach-Voice Litho. Co., New York City. Cancelled September 24, 1919.

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VOLUME 39 NO. 21

The TOBACCO WORLD

NOVEMBER 1, 1919

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CIGAR SALESMAN with broad experience and following among the trade wishes to connect with manufacturer, preferably New York or Pennsylvania, where his knowledge is appreciated. Is willing to invest if increased working capital is required. Address Box 318, care of "Tobacco World."

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FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

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STRIPPER FOREMAN WANTED—One who is familiar with Universal Stripping machines is preferred. Address Box 316, care of "Tobacco World."

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WANTED—CIGAR BANDS IN JOB LOTS. Prices must be close. Glenn Cigar Company, Red Lion, Pa.

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The Tobacco World

Established 1881

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TOBACCO WORLD CORPORATION
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131 Washington Street **Providence, R. I.**

Volume 39

THE TOBACCO WORLD

Number 21

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, November 1, 1919 — Foreign $3.50

Cigarmakers' Strike Ends in New York City and the Manufacturers Retain the Right to Hire and Fire

THE strike of New York cigarmakers came to an end last week, and at the present writing most of the factories are on a fair way toward production, although by nothing less than a miracle can the loss of four months' normal output be made up between now and the holidays. Jobbers may be thankful for any portion of their orders that they receive.

For the benefit of other centers where strikes have occurred, it may be said that the settlements effected in no way involved concessions on the part of the cigar manufacturers that they were not ready to give in the beginning of the strike last July. The cigar manufacturers still control their factories and maintain the right to hire and fire.

Many of the factories are taking back their workmen with an understanding that wages are to be increased. Others, in addition to wage increase, are agreeing to a shop committee to investigate the discharge of employes.

Two days of secret balloting by the cigarmakers disclosed the fact that the majority of the workmen were willing to return to work, and that they did not endorse the demands which the radicals had failed to force upon the manufacturers.

In the larger shops the highest percentage that we learned had returned to their benches in New York was 60 per cent. With some it was below fifty per cent. Allowing for the fact that at the time these figures were obtained the factories had been operating only a few days, there is considerable evidence that there will not be 100 per cent. of the cigarmakers who were working last June, at their benches for some time to come, if ever. Many have gone into other lines of industry, and while some may return there is a considerable percentage that will not return.

The larger manufacturers have continued throughout the strike to open factories in other sections, and so successful has this plan been that it is doubtful if their New York factories will ever again resume their old production. With factories located outside of large cities, such companies may feel fairly secure against a strike dislocating their production again as was the case during the summer months.

To many a manufacturer the strikes have been a boon, for they have compelled him to turn his attention to mechanical facilitating devices, something that until recently he has harbored a suspicion against.

Machinery is now beginning to come into its own, and every practical device is receiving the fullest consideration in all parts of the country. Most of the manufacturers of cigar machinery are from sixty days to six months oversold.

Cigarmaking machines, stripping machines, bunch machines and banding machines are coming into their own, and the manufacturer who has delayed to convince himself of the merits of these devices until now, finds himself at the end of a waiting list.

We saw a letter recently that a manufacturer wrote about two years ago stating that he was not interested in a particular device. Fastened to it was a telegram of recent date inquiring how quickly ten machines could be delivered—the very machines that two years before he had turned down.

Apprentices in the cigar manufacturing industry are comparatively few. Other industries can offer larger inducements, and it is only fair to point out that a great amount of what has heretofore been handwork could have been done better and faster and more economically by machinery if the cigar manufacturers had shown enough interest to encourage the mechanical engineer to perfect such machinery.

For production and economy the larger factory must have machinery. Production demands machinery, and what has happened in the cigarette industry will happen in a comparative scale in the cigar industry if the manufacturers will continue to show their interest and encourage further development of devices.

Just at the present we face an abnormal period when price is secondary to the article itself. Just now the jobber will pay any reasonable price to get goods. But we must not delude ourselves with the idea that this condition will last indefinitely. When the rush for cigars subsides the wise manufacturer is going to prepare for the use of machinery that will maintain or increase his production with a lowering of production costs. The cost of labor has been the chief cause of a continuation of this raising of prices of goods at frequent intervals without warning. And the manufacturer can readily see that the patience of the retailer and that of the consumer as well, is being exhausted.

Not alone in the cigar industry, but in every industry, prices must recede. Labor with the strength of a giant and the mind of a child must to a great

extent solve the problem. It does not necessarily involve the earning of less money per week, but it does involve the abolition of the ruinous demands for five and six hours a day of work with pay for eight and ten hours. Let labor earn pay for eight or ten hours by working eight or ten hours, and by giving eight or ten hours' honest production a day prices will begin to come down.

During the war no man refused to work as long hours as he could stand physically and maintain his average production, and for these long hours war workers received unheard-of pay. Now, with overtime eliminated, the worker wants the same pay for less than a normal day's work. It can't be done in this land of what was once a place of peace and plenty.

Labor has translated literally that supplication, "Give us this day our daily bread," and added to it, "silk shirts and automobiles," and just at present it seems in a fair way to carry the amendment.

The big wages earned during the war by long hours of hard work, gave many their first chance to enjoy some of the fashions and fancies of the wealthy. And being perfectly human beings they have decided that such ways of the wealthy as they have tried have proven most satisfactory ways. The hitch comes when the workingman tries to convince the world at large that it can still afford to pay the war-time wages for from one-half to one-third the amount of work and production.

We are nowhere approaching a solution by slapping these increases onto the consumer. In between the manufacturer and workman is a salaried class that is trying to keep up with the procession. They have no means of bettering their incomes to compare with the increases in living costs. Upon them falls the heaviest burden of all. A condition which is not mutually beneficial is not successful and cannot long exist.

As regards the living costs, the solution is largely individual and depends solely upon the determination of the man to produce his utmost and confine his purchases to those things that he has real need for. But with half the population indulging in an orgy of extravagance, it is difficult for the other half to shut its eyes and sit on the safety valve.

Cultivating Customers For Candy

By Clarence T. Hubbard

WITHOUT quoting figures, the statement that more candy is sold today than ever before, will not be refuted. Whether this is due to Prohibition, advertising or increased population, has never been accurately determined. But the fact tobacco dealers are showing interest in is how can sales of candy, as a side line, be increased to meet this demand for sweetmeats.

One tobacco-candy dealer has met the demand with window displays plus a large and varied stock—and successfully, too! He hasn't slighted his regular stock of tobacco goods having treated the candy offerings as an added department. By merely exhibiting his candy stock in a diplomatic way he soon produced two sales where previously he had been content with one—a box of candy along with a box of cigars. Sometimes, of course, it was only one cigar and one roll of candy mints. But the added sale was there—also the added profit.

His first window display along this line consisted of a spaceful of chosen brands of cigars, boxed, and intermingled with a few choice boxes of candy. At the rear of the window this placard conspicuously appeared:

One For You—and One For Me!

That's the Way to Spend a Pleasant Evening. A Cigar for Yourself, a Candy for the Missus—Another Cigar for Yours Obediently—Then Another Candy for Her : : : : :

YOU CAN GET BOTH HERE

Another time he divided his window with a partition and displayed cigars in one and candy in the other. The candy exhibit consisted of small boxes of candy that could easily be carried home in an outside coat pocket. Stacking these boxes up in a neat fashion he added this appeal to them:

LOOK BROTHER!

Your size and her Sighs!

Right here in these Boxes!

Small in Size and Price for Your Pocket and Pocketbook. But Large in Quality as Her "Sighs" of Satisfaction Will Assure You. GET ONE!

These smaller-sizer boxes made a quick sale after this exhibit for two reasons—their actual size which *did* appeal to the customers as something they could conveniently carry home in their pockets, and the fact that this feature was advertised to them in a snappy way.

However, all sales of candy need not be aimed at the man who desires something for "her." There are many good transactions to be made with the customer who wishes candy for "him." While many men give preference to their joys in tobacco, the fact still remains that many a "sweet tooth" remains among the masculine gender, young as well as old. In fact, some of the heaviest smokers will be found to have a leaning towards candy.

It is not difficult to work up sales among the men and the present time might even be referred to as "psychological." Dealers vouch that men when buying candy for their own consumption generally prefer small packages or boxes, something they can slip in their pockets. They do not favor the large and fancy box as much as the "feminine gender." One dealer of enterprise tried a simple sales plan with this idea in mind by piling a pyramid of small boxes of peppermints on his counter. On each box he stuck a time-table. At the bottom of the pyramid this sales suggestion was arranged in card form: JUST THE THING FOR THE TRAIN! The response proved the suggestion to be true for the commuters and traveling men favoring the store soon exhausted the stock on hand of these boxed peppermints. The timely suggestion along with the addition of the time-tables, easily secured, turned the trick.

Encouraged by this response, he later on piled another set of boxed chocolates in the smaller size and, by means of rubber bands fastened a pencil to each box, the pencils containing the storekeeper's name. This time the selling suggestion was again in evidence, but in these printed words: SLIP A BOX IN YOUR DESK DRAWER AND KEEP THE STENOGRAPHER AND YOURSELF HAPPY. Again they sold quick enough. Now this dealer plans to maintain this scheme with variations using the plan to act as a "leader" for his other lines of candy.

Occasionally a general display of the store's entire products can be made in which the candy lines can be introduced without being featured. This can easily be accomplished, as well as effectively, by arranging several circles on a large placard set in the rear of the window. The first and largest circle can be made up of cigarette boxes (not necessarily filled) of all brands. The next inner circle can be composed of cigars of all types pinned or fastened to make a wheel. The third inner circle can serve to announce the candy lines in a wheel of uniform candy boxes. The remaining diminishing circles can be formed with pipes, junior cigars, packages of chewing gum and candy mints. The very center of this circle display fitting one within another can be reserved for this wording neatly applied with a brush: A FEW SUGGESTIONS FOR KEEPING YOUR CIRCLE OF FRIENDS HAPPY. Such an exhibit can also be used around the Christmas holidays with good effect, a green wreath being added as one of the smaller circles.

Another combination display of this type can be arranged in a window full of candies and cigars, as well as pipes of all sizes. Large boxes of candy should be exhibited along with the smallest size. Stout cigars should be set out and contrasted with "briefs" and "juniors." Then this sign could complete the layout:

No Matter How **Large**
Or How *Small* Your
TASTE IS
We Can Satisfy It

While well-displayed stock of fresh candies will sell themselves to customers, the addition of some small selling suggestion in printed card form will often be the means of doubling or quickening the sale. Soft candies, for example, can be featured in bulk or box form with this sign: MANY TRUE WORDS COME FROM FALSE TEETH. BUT WHETHER YOUR TEETH ARE SOLID OR FALSE—THESE SOFT CANDIES WILL APPEAL. It is evident that announced in this form sales will increase.

The tobacconist has a big opportunity in this line at the present time. The same selling plans applied to the increase of cigar and tobacco sales can be used to stimulate the selling of candy. Appeals, advertisements and announcements should be made snappy, timely and "brief" and, if consistently followed, capable of adding revenue to the store's source of income.

One subscriber, who read our editorial on the subject of German bands and labels, had his morning hate and then canceled his subscription. Evidently the Department of Justice missed a few during the war.

The other morning we happened into the smoker of an express which runs from the wealthiest suburban town in New Jersey to New York City. We were interested and surprised to find by actual count that more than half the occupants of the car were smoking pipes.

And we want to take this occasion to thank those loyal citizens who so kindly wrote us expressing their approval of our comments on the subject. Somehow we have always felt that the industries which have made this great country are entitled to our first consideration.

The Perfect Tobacco Stemming Company is turning out a leaf tobacco stemming machine at the works of the Dayton Pneumatic Tool Company, Dayton, O.

A dozen cars parked beside a factory led a visitor to remark to the president that there was ample evidence of the prosperity of his executives. "Ten of the cars," remarked the president, "belong to men who work in the factory." It was not a cigar factory, however.

A visitor to our office last week states that there is under construction a machine that selects cigars through the use of the X-ray. For our part we wish to state that our oasis was completely wiped off the map early in August when some clever thief made off with two cases of the finest one hundred proof rye. Detroit, however, was far from being a Sahara when we visited the town in September.

TRADE NOTES AND NOTICES

THE INTERNATIONAL BANDING MACHINE

THE TOBACCO WORLD, which for more than a year stood alone in the field in its efforts to create a greater interest in mechanical facilitating devices among cigar manufacturers, takes pleasure in calling the attention of the trade to the advertisement of the International Banding Machine which appears on another page of this issue.

This machine offers conclusive evidence that in factories producing upward of 25,000 cigars a day hand banding is soon to become a thing of the past.

Nearly two hundred of these wonderful machines are already in use in many of the largest factories of the country and cigar manufacturers that formerly employed two hundred and fifty girls for banding are now getting the same amount of banding with one hundred girls operating these machines.

A feature of this machine is the fact that cigars feed to a guide, which makes the banding straight and absolutely perfect. The band folder on the machine adjusts automatically to any size or shape.

No wax paper is needed between the rows.

The sanitary feature of the machine is one that enlists the approval of progressive manufacturers as well as civic bodies.

Another point of great interest is the fact that there is no breakage of cigars.

The capacity of these machines is 25,000 to 30,000 packed cigars banded per day. The automatic feed for banding loose cigars gives a capacity of 35,000 cigars per day.

Again, as with most facilitating devices, no experience is needed to operate these banding machines.

The company is very largely oversold and is working overtime to make early deliveries as per schedule. Manufacturers who are interested should write the International Banding Machine Company, 257 West Seventeenth Street, New York, without delay. Upon application to the company they will gladly give a letter addressed to any of the present users (see list in advertisement), permitting any interested party to see the machines in operation.

Wm. Steiner, Sons & Company, who are manufacturers of cigar bands, have, owing to the controlling interests they have in the International Banding Machine Company, made a study of the manufacturing of cigar bands for use on these banding machines. As quality and accuracy are necessary factors in the bands used on the banding machine, Wm. Steiner, Sons & Company are well qualified to produce bands that will obtain the best results.

The Buckley Cigar Box Company at Deshler, O., has increased its capital stock from $10,000 to $40,000.

TRY THIS NEW BUNCH BREAKER

With the increase in different kinds of machinery for use in the cigar manufacturing industry progress is being made toward greater efficiency in production, and greater economy.

The Wolverine Bunch Breaker, made by the West Michigan Machine and Tool Company, of Grand Rapids, Mich., is a facilitating device that has been designed to do single binder work with the same perfect satisfaction as has been so evident in all other bunching work. Any size or shape cigar can be made on the machine without the annoyance of twisted filler.

Inexperienced hands find the Wolverine Bunch Breaker easy to operate and after a few hours' practice they become proficient operators. Many factories are using these Wolverine Bunch Breakers for both Class B and Class C cigars, and report that the machine is turning out a most satisfactory product.

Any responsible manufacturer can secure one of these bunch breakers on thirty days' trial by addressing the West Michigan Machine and Tool Company, 231 Ionia Avenue, N. W., Grand Rapids, Mich.

THE YANKEE BUNCH MACHINE

A machine that produces bunches equal to those made by hand is a claim made for the Yankee Bunch Machine. Unskilled help can quickly be taught to operate one of these machines and there is a sure increase in production together with economy in their use.

Some nationally known brands are being turned out by the millions on Yankee Bunch Machines, which work either long or short filler, with a big saving on binders.

The cigar manufacturer who is anxious to cut down his cost of production will find it to his interest to investigate all mechanical facilitating devices of proven practicability. The Yankee Bunch Machine is sold by the American Box Supply Company, 383 Monroe Avenue, Detroit, Mich.

Julius Marqusee, leading packer of seed leaf in New York, has taken his son, Jack Marqusee, into the business as a partner, and the firm name will be Julius Marqusee & Son. In the World War, Jack Marqusee volunteered in the 105th Infantry, was quickly made a corporal and received the Distinguished Service Cross from the United States and the British Military Medal. He is now in Europe conducting important business negotiations for the firm.

An exchange says that an American company with $1,500,000 capital has been incorporated at Kingston, Jamaica, to develop the local tobacco trade. Large local companies have been acquired and the trade is now largely in the hands of Americans.

Tampa Cigarmakers Declare War on H. C. of L.

Tampa, Fla., October 28.

IRING of "chasing their tails" as this policy of labor striking for higher wages in the hope of solving the high cost of living is, the cigar workers here have taken another tack in their battle against the rising costs of everything and have declared for total abstainance from buying anything but the bare necessities of life for a period of ninety days—and that ninety days probably will be prolonged if results do not show up at their end.

The workers have at last seen the futility of boosting the cost to catch up with the cost, and local retail stores, especially those in the Ybor City and West Tampa sections, are facing financial troubles that have roused them as nothing has aroused them before.

Practically every craft in the local factories which employ around 15,000 men, has won recent demands for wage increases of from 25 to 100 per cent., and with it all the workers are no better off then they were early in the summer. The situation resulted in the presentation and the expression of unanimous approval in every factory in the city Saturday of the following resolution:

"To the Workers in the Cigar Industry:

"The permanent advisory committee, representing the shops of Sanchez & Haya, Martinez Ybor, Salvador Sanchez, Villazon, San Martin & Leon, El Sidelo, Garcia & Vega, Calixto Lopez, Arguelles Lopez, Celestino Vega, Corral y Wodiska, Paraiso, and F. Garcia Bros., believe that all the (various branches of the industry enumerated) general public are well provided with all the personal adornments they can want at present, including underclothes and outer clothing, shoes, hats and other articles.

"So far as possible, therefore, they will abstain from purchasing for the present any and all unnecessary things, until such time as this committee thinks that they have need of them.

"The committee believes, however, that there are some workers in some shops who are not complying with this resolution, and the shops must agree on the punishment to be awarded violators of this resolution.

"The readers of the shops shall ask the shop to take action as to the punishment for violation of the resolution."

The merchants declare that they are not to blame for the prices and that the local action can not help matters, as Tampa is a mere drop in the bucket—while the workers maintain that perhaps workers elsewhere will conserve also and that when the movement becomes wide enough the conditions which merchants claim are causing the high prices—an excess of demand over supply, will be relieved, and then prices should automatically drop.

The merchants do not attempt to deny that the situation is serious.

Max Argintar, one of Ybor City's leading merchants, states that his Saturday business was less than 10 per cent. of the usual business for Saturday, when the big factories turn loose a payroll of more than $300,000. Another prominent Ybor City merchant making the same statement was Louis Shine, of The Palace. All day Monday—another busy day in the Latin sections—there was absolutely nothing doing in the wearing apparel stores.

The cigar workers have pickets established and workers seen entering the stores are forced to explain their acts to their fellow workers when they reach the factory to go to work, if they can't explain their mission satisfactorily they are forced to quit work. It is so bad, according to Mr. Argintar, that one woman, a stripper at a factory near his store, called him up and told him she had no idea of defaulting on her payment Monday morning, but that she could not visit the store. "However, if you will send a clerk to the coffee shop in front of the factory, I can send you the money," she told Mr. Argintar, and that's the way he got his money.

Joaquin Palermino, one of the leaders of the subsistence committee, denied that the committee is boycotting local stores and advocating mail order buying. "The mail order people are as bad," he said. "besides, we do not desire to injure Tampa," and he produced a copy of the resolution which he translated (and subsequent translation by a professional translator bore him out in this respect), and which read "that we should abstain from all buying of unnecessaries." The preamble to the resolution sets forth that the people have enough wearing apparel to last ninety days and that prices are unnecessarily high, and that failure to buy present stocks will force prices down.

When asked what the committee would do if prices would not come down in ninety days, Mr. Palermino declared, then "we will extend it ninety days more—or maybe two years, until prices do come down."

One notable fact about the matter is that while undoubtedly well planned, the temporary organization, effected almost overnight, denies and steers clear of any sign of affiliation with any of the unions or organized bodies that might be reached by law, and the resolution refrains from any indication that the movement is a boycott—being written as a movement for conservation.

And the leaders talk this way. Mr. Palermino said that they consider it a patriotic need for conservation right now. "The retailers tell us they can't buy clothes at any price now, that the factories are months behind. If conditions are so serious as they picture, why should they object to our movement for conservation—and if an excess of demand is the real reason for high prices, why will not conservation like ours, if practiced over the country—practical abstainance from purchasing for ninety days—relieve the condition and bring about more stable conditions? This is our aim."

The reading of the resolution in the big factories Saturday was greeted with unanimous approval, according to persons who happened to be about. Manu-

facturers state that they have never seen the workingmen and women so unanimous on anything. Usually during a strike there is a conservative element that objects to leaving work, but they say there was nothing but approval when the resolutions were offered in the various factories.

The down-town stores have so far felt but little effect of the boycott, for that is really what it is. The big Georgia-Florida football game Saturday brought hundreds of out-of-town people into the city, and probably overshadowed any demonstration along the boycott lines in the principal stores—and then it is a fact that the down-town stores do not get a great deal of the cigar workers' business. They eventually will be effected through regular channels, unless something breaks the movement up, but even Monday failed to show any appreciable difference, according to Jerome Waterman, of Maas Brothers, and Fred Wolf, of Wolf Brothers, the latter president of the Merchants' Association here.

A meeting of Ybor City merchants decided to appeal to the Board of Trade through Dr. L. A. Bize, president of the largest bank here, a director of the Merchants' Association and vice-president and acting president of the board. A committee, consisting of Cesar Fernandez, Max Argintar, Jake Bucksbaum and Louis Shine, was appointed to look into the matter and call another meeting of the merchants to report.

One of the suggestions presented to the committee for discussion with the board committee was that an offer be made the subsistence committee that it pick two men, accountants or business men, from anywhere in the country, the merchants will pay their expenses here, turn over their stock sheets, invoices and books to these two men and abide by any report that these two men make as to the legitimacy of their profits.

Leaf Exports Mounting Rapidly

Washington, D. C.

ALTHOUGH we thought our exports of unmanufactured tobacco during the war were high, and were elated over the records that were broken, war consumption did not begin to compare with the foreign business after the signing of the armistice. The calendar year 1919, if it keeps up as it went for eight months, will establish records which we never dreamed could be piled up.

It seems as though all Europe, after being on short rations for several years, was attempting to make up for lost time. Especially is this true of Belgium, Denmark, France, the Netherlands, Portugal, Spain, Switzerland and the United Kingdom. The consumption of those eight countries during the first eight months of this year was almost a quarter-billion pounds more than during the same months of 1918.

Total exports of leaf during the eight months ended with August were 505,444,976 pounds, valued at $158,847,438; more than twice as much as the total for the corresponding period of 1918, which was 243,418,658 pounds, worth $74,463,857, and more than three times the 1917 exports of 148,719,224 pounds, with a value of $26,161,905.

Tobacco is now one of the most important items in our export trade, there being very few commodities, outside of food, cotton and leather, that run over twenty million dollars a month.

As stated above, practically all of this increase is divided among the European countries, although some slight gains were recorded in Asia. How the consumption in the various countries has increased is shown in the following table, which gives the exports to each market during the eight-month periods ended with August of 1917, 1918 and 1919:

Exported to:	*1918* *Pounds*	*1919* *Pounds*
Belgium,	.....	23,081,816
Denmark,	.....	11,653,231
France,	41,416,318	72,003,497
Italy,	24,059,075	31,925,938
Netherlands,	.....	28,022,813
Norway,	2,974,364	7,524,000
Portugal,	908,815	6,551,332
Spain,	1,175,944	14,947,619
Sweden,	670,283	10,105,032
Switzerland,	331,605	10,939,742
United Kingdom,	115,769,034	221,603,243
Canada,	16,595,131	10,385,827
Mexico,	1,103,546	1,313,122
Argentina,	2,645,976	4,162,463
China,	9,840,298	6,735,602
Hongkong,	4,446,986	4,966,352
Japan,	3,432,966	3,513,172
Australia,	7,005,079	10,782,679
British West Africa,	5,838,724	9,328,744
French Africa,	1,887,929	6,695,025
Other countries,	3,317,585	9,203,727

C. L. L.

At Abingdon, Va., the Abingdon Warehouse Company has erected one of the most modern sales houses in the country, a brick structure 275 feet by 100 feet, located on the main line of the Norfolk and Western Railroad, in the heart of the town of Abingdon.

The Charlotte *Observer* says that a farmer's boy wanted higher wages and was offered an acre of ground instead, to grow tobacco on and time to attend to it. The boy accepted the offer. The tobacco has just been sold and the boy got $893 for it.

International Banding Machine Co.

MANUFACTURERS

257-265 West 17th Street, New York

(STEINER BUILDING)

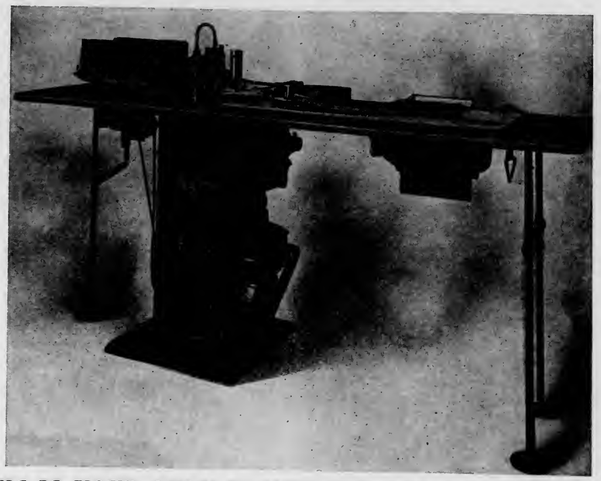
A LABOR SAVER

Capacity 25 to 30 Thousand Packed Cigars Banded per day

No Breakage

Absolutely Sanitary

Eliminating Wax Papers Between the Banded rows



Automatic Feed for Banding Loose Cigars

Capacity 35 Thousand Cigars Per Day

No Experience Needed

Band Your Cigars for Identification

BANDING IS YOUR ONLY PROTECTION AGAINST BOX STUFFERS

NO CIGAR FACTORY COMPLETE WITHOUT OUR BANDING MACHINE

SOME OF THE PRESENT USERS

American Cigar Co., 111 5th Ave., N. Y. (all branches)
General Cigar Co., 119 W. 40th St., N. Y. " "
Otto Eisenlohr & Bro., Philadelphia, Pa. " "
Bayuk Bros. Co., Philadelphia, Pa. " "
I. Lewis Cigar Mfg. Co., Newark, N. J.
Deisel-Wemmer Co., Lima, O.
"44" Cigar Co., Philadelphia. Pa.
G. W. Van Slyke & Horton, Kingston, N. Y.
Consolidated Cigar Co., New York
P. Lorillard & Co., 119 W. 40th St., N. Y. (all branches)
Mi Lola Cigar Co., Milwaukee, Wis.
Congress Cigar Co., Philadelphia, Pa.
Porto Rican Am. Tob. Co., 250 5th Ave., N. Y. (all branches)
Yocum Bros., Reading, Pa.
W. K. Gresh & Sons, Norristown, Pa.
A. Roig & Langsdorf, Philadelphia, Pa.
Waitt & Bond, Newark, N. J.
B. Rovira Co., New York

PLACE YOUR ORDERS TO INSURE EARLY DELIVERY

DON'T WAIT WRITE FOR FULL PARTICULARS

HIGH GRADE CIGAR BANDS

WM. STEINER, SONS & CO.

LITHOGRAPHERS

257-265 West 17th Street New York

HIGH GRADE CIGAR LABELS

Perfection and Accuracy in the Manufacturing of Cigar Bands Used on These Machines

PIPEMANSHIP

By Frank Farrington

(All Rights Reserved)

Part III

TOO many of the window displays of pipes and similar goods are of the cut and dried variety that attract no attention and create no interest.

When we pass a window which contains a display that has obviously been in position for several weeks, if we think anything, we think the shop is unenterprising. We give no thought to the goods, because they do not attract us. There is a stale look to the whole outfit.

In displaying pipes in the window, try to get away from that stereotyped sort of display that looks like a thousand others and has nothing of interest in its general appearance.

We are all familiar with the tobacco store window display which consists of signs and show cards, and a figure or two perhaps, and some display cards of pipes, the whole looking faded and dusty, with dead flies scattered all through it. Whether this window has been neglected because the store force has been too busy to take care of it or because they are too lazy is not apparent to the observer and the effect upon his mind is the same. It is such displays that send the transient trade and the newcomers in town to some other store, disgusted with the look of the one in question.

Study the window displays of the department stores to see how they make the goods show up with effect, how they use manufacturer's display helps, how they make frequent change play into their cashier's hands.

The tobacconist is not often experienced as a window trimmer. His work has always been along other lines. But there is no reason why he cannot study along that line, even getting a book or two of window trimming instruction as a help in developing the kind of displays he needs.

Window display may not be salesmanship, when viewed in a technical way, but it makes a beginning on it at least, because it interests the smoker and paves the way for the selling talk later. All the methods that combine to make pipes sell better may be called Pipemanship.

If you could stand in a cigar store and watch the operations of the various different clerks, you would see why it is that some of them sell so many more pipes than others do.

One clerk thinks of pipes only when the customer mentions pipes. The man who comes in for pipe tobacco may linger after making a purchase of one or more packages. He may even evince a disposition to visit with the man behind the counter, but that clerk shows no tendency to take advantage of the situation. He has sold the customer what he came to buy and, as far as he is concerned, the business end of the deal is over. Why, I have even seen customers pick up pipes displayed on the counter and ask questions about them and the clerk would merely answer those questions in a very perfunctory way without trying to develop a sale. This seems to be particularly true when the customer is a friend or acquaintance of the clerk.

The clerk seems to think he is under no obligation to try to do any business with his friends in such cases. Or is it that his friends are fellows who do not have money enough to buy pipes?

Fortunately there are cigar store salesmen of a different type from the sort of clerk mentioned. These real salesmen are always looking for a chance to make a sale. Their business, while in the store, is selling goods. No man comes and stands around at their counter without being taken in hand and interested in the stock.

They do not follow a customer up and make him uncomfortable by insistent methods, but they try to find what will interest him and, once they get him interested, they know their chances of making sales are good.

If a smoker stops to inspect a rack of briar pipes, the salesman clerk does not walk away and leave him to guess at the things he might like to know about the goods. Neither does he hover over him as if ready to pounce upon his pocketbook. He keeps near enough to interject a remark if the occasion offers. If the customer shows a particular interest in one pipe, the salesman has something to say about the quality or the value of that pipe, or about its popularity or how it is made.

You see, if you are going to be able to interest men in pipes when they have not come in to buy pipes, you must know all about the goods yourself. You should know all about how the pipes are made, where they are made, what the raw material is. Just to be informed about the sources of French briar and the methods of working it up into pipes is to have a knowledge that will make it possible to interest customers.

You should be able to show a customer how to tell the difference between seconds and firsts. He wants to know a thing like that, and you can always get a man who has time to listen, to show an interest in such facts.

You have time enough to learn a good deal about pipes as you go along, and if you have a chance to go to the factory of a pipe manufacturer or to see how any branch of the work is actually performed, use that chance. It will make you a better salesman to that extent always after.

Knowledge of salesmanship is a very important thing for a salesman in a cigar store, but back of that there ought to be a good sound knowledge of the goods themselves. I don't care how good a salesman you may be, merely as a salesman, if you do not know about the goods and their source and distribution, you cannot be a top-notcher.

Why the mail order catalogue, with its pages of pipes and smoker's supplies, gives the customer more intelligent service than some tobacco store clerks who

(Continued on Page 16)

Our November Message to the Five Million!

HERE is the second of the big series devoted entirely to the *playing* of card games—an advertisement that will create greater interest in cards—in BICYCLE and CONGRESS Cards.

This advertisement—appearing in eight national publications—is being read by hundreds of people in your community. It is building business for you—among the people you like to have in your store.

With the greatest advertising campaign in the history of playing cards back of Bicycle and Congress Cards, you surely must realize that here is a splendid opportunity to add to your business.

If you do not have these cards in your store, stock them now. Card playing will be in full swing this month—and you will make a surprisingly large number of sales.

If you already have Bicycle and Congress Playing Cards in your store, then you should have them displayed where the prospective buyers created by this excellent national advertising will see them.

Already there are signs of the biggest business season we ever have had. Why not get your share?

Particulars regarding prices, advertising helps, etc., sent on request.

The U. S. Playing Card Company

Dept 6 Cincinnati, Ohio

When do you discard the Joker?
FOOLISH question? Not at all! There is a time in "500" when the best card in the deck is the least desirable. The new edition of the "Official Rules of Card Games" tells you when to discard the Joker, and gives you the latest rules and expert suggestions for playing any one of the world's 300 games you like best. We will send you this 250 page book, just off the press, for only 20 cents. Send for it today—NOW. Use the coupon below, if you wish.
BICYCLE PLAYING CARDS
Next to knowing how to play, there is nothing which adds or detracts so much from the pleasure of playing as the cards you use. Bicycle Playing Cards are the standard everywhere. Their air cushion finish prevents sticking, making shuffling easy and dealing accurate. Their large, clear indexes are easy to read. The quality material used in their manufacture makes them durable and long-lasting, even though subjected to hard usage. Get a pack today from your dealer so you will have them next time you play.
Congress Playing Cards are playing cards de luxe. Full color art backs. Gold edges. Ideal for prizes, gifts and social play.
REVELATION—The Latest Thing in Fortune Telling Cards
There are many evenings of entertainment and good fun packed into every deck of Revelation Fortune Telling Cards. Designed by a man noted for his uncanny performances in card conjuring, these cards produce results as mystifying as they are fascinating. They answer any question on any subject—love, business, health, wealth—the past, present or future—and always in a weirdly accurate fashion. One color back in tuck case, 50 cents per deck; colored back design, gold edges, in telescope case, 70 cents. From your dealer or postpaid.
Send for This Book Today
The New Edition of the "Official Rules of Card Games". 300 games. 250 pages. 20c postpaid.
THE U. S. PLAYING CARD COMPANY
Dept. 6
Cincinnati, U.S.A. or Windsor, Canada
OFFICIAL RULES OF CARD GAMES
Dept. 6

Reduced reproduction of advertisement appearing in November issue of eight leading national publications.

Cork Tips **Cork Bobbins**

BOUCHER CORK & MACHINE COMPANY, Inc.

216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

For Gentlemen of Good Taste

San Felice

2 for 15c

The Deisel-Wemmer Co.,

LIMA, O.

CIGAR BULLETIN

The Shortage Of

WAITT & BOND BLACKSTONES

and

WAITT & BOND TOTEMS

will be ended soon. Our production facilities are being expanded tremendously to handle the national demand for these hygienically-made popular cigars.

WAITT & BOND, INC.

Newark, New Jersey

(Continued from Page 14)

are little more than automatons for handing out goods and receiving cash and putting it in the cash register.

Now, here are some of the things the mail order catalogue writer thinks it worth while to say about pipes, worth while because he has found that such things are what interest the buyer. He says, "A high-class pipe of seasoned Italian briar. Full size and shape with hard-rubber mouthpiece and sterling-silver ferule. Guaranteed to draw freely." Of another pipe he says, "Semi-curved shape, easy and comfortable to carry." Of another, "Patented tip that insures a cool, clean smoke." Of another, "Fits the mouth comfortably."

These are little things to which he calls attention, but little things often make great selling points. Many products are sold on the strength of little talking points in themselves intrinsically of little importance. They sound good to the buyer and they are different from the usual run of argument and they appeal to him.

Look over the advertising of such important things as automobiles, or trucks, or pianos, or phonographs, and you will find plenty of instances where the public is being drawn toward certain makes not by details of superior construction or great merit in operation, but by little things like refinements of construction or extra conveniences and comforts. The buyer takes certain things for granted in all good automobiles, for example, but when one maker shows him how much more comfortable his seats are or how much easier it is to get in and out of the car, there is something different that appeals. He believes the car is mechanically all right anyway.

So sometimes the little things about a pipe, the comfortable mouthpiece, the sterling-silver ferule, the anti-nicotine device or the non-clogging attachment or the easy shape to hold feature, these things cause the smoker to take notice. Smokers are conspicuously fussy about their smoking supplies and it pays to cater to their fussiness.

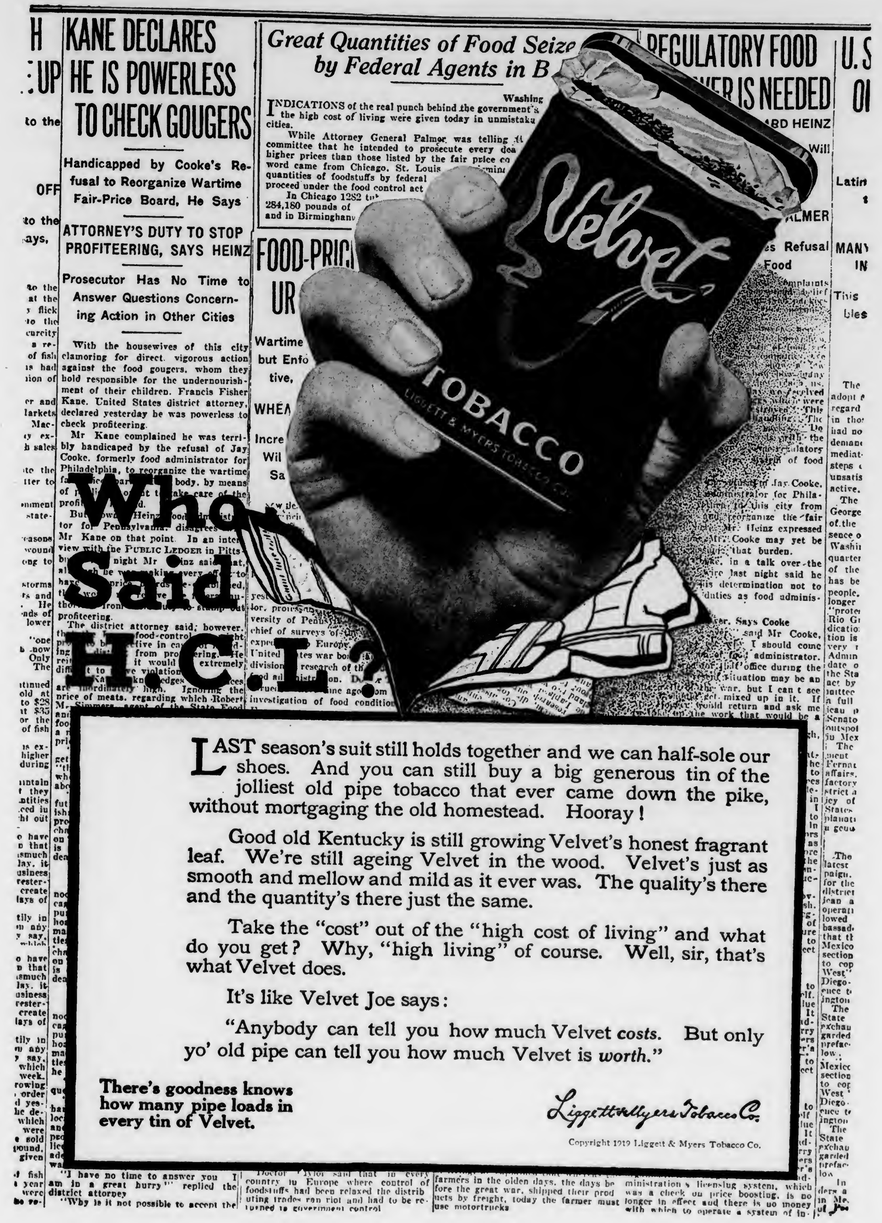
There are many classes of workmen who incline to peculiar styles of pipes because of their occupation, and as far as price is concerned, you cannot sell to any class of men nowadays who can better afford to pay a good price for a pipe than the highly paid mechanics in various lines. When men engaged in manual labor can draw down $600 a month, there is no reason why they should not be prospective purchasers of the best in smokers' supplies.

Take the factory workers, who are foreigners, many of them cling to styles of pipes that were their favorites in the "old country." Well, see that you have some good pipes of that sort and let them know it.

If a man's occupation makes it desirable that he smoke a pipe that has a cap over the bowl, have the pipe he wants of that sort. If a man wants to smoke a churchwarden or a water pipe or another little used style, supply him. Look after the business of the men who want the freak pipes, even if you net little or no profit in getting them satisfied. You, at least, make them friends of the store and they will come back.

Instead of trying to sell smokers the pipes you think they ought to have, sell them the kind they want to buy and you will hold their trade. It is all right to

(Continued on Page 22)


KANE DECLARES HE IS POWERLESS TO CHECK GOUGERS
Handicapped by Cooke's Refusal to Reorganize Wartime Fair-Price Board, He Says
ATTORNEY'S DUTY TO STOP PROFITEERING, SAYS HEINZ
Prosecutor Has No Time to Answer Questions Concerning Action in Other Cities
Great Quantities of Food Seize by Federal Agents in B
REGULATORY FOOD
Velvet
TOBACCO
LIGGETT & MYERS TOBACCO CO.
Who Said H.C.L.?
LAST season's suit still holds together and we can half-sole our shoes. And you can still buy a big generous tin of the jolliest old pipe tobacco that ever came down the pike, without mortgaging the old homestead. Hooray!
Good old Kentucky is still growing Velvet's honest fragrant leaf. We're still ageing Velvet in the wood. Velvet's just as smooth and mellow and mild as it ever was. The quality's there and the quantity's there just the same.
Take the "cost" out of the "high cost of living" and what do you get? Why, "high living" of course. Well, sir, that's what Velvet does.
It's like Velvet Joe says:
"Anybody can tell you how much Velvet costs. But only yo' old pipe can tell you how much Velvet is worth."
There's goodness knows how many pipe loads in every tin of Velvet.
Liggett & Myers Tobacco Co.
Copyright 1919 Liggett & Myers Tobacco Co.

LEAF MARKET JOTTINGS

IN Lancaster County, at the October meeting of the Lancaster County Tobacco Growers' Association, the reports of the members presented a fine curing crop, which they claim will probably sell at a high figure. A large amount of the tobacco in the hail-cut districts of the county was reported sold at prices ranging from 8 cents to 12 cents a pound, and 600 acres of rusted goods were sold from 10 to 12 cents a pound, but no sales of good tobacco were reported at the meeting.

From York County sales are reported at Red Lion of Havana crops at 30 cents through.

Another report says that when the first cool weather came in September, a good deal of the tobacco was put away green. The best generally has small leaves and is of light weight. There is a shortage in wrappers and binders and the crop will sell as a filler crop. The local packers do not believe that the new crop will sell for any better prices than the old 1918, and perhaps for less.

A speaker at the meeting of the Growers' Association aptly said that the raising and dealing in tobacco was a speculation from start to finish and not until the tobacco was sold and made into cigars did the buyer or seller at any time know whether, at some stage of its growing and curing, it would turn bad. Hail, rust, ruin in curing and changes in prices, regarding the qualities used in the great number of cigar brands, tended to make the selling all the more uncertain.

A well-informed writer claims that the tobacco is bringing as much as or more than it did last October, and that it will go higher.

***

In Ohio, the 1919 crop moved to a considerable extent when E. Rosenwald & Brother, 145 Water Street, New York, purchased 12,000 cases, which is the largest individual operation of the year, so far reported.

A despatch from Ripley, Ohio, to the "Western Tobacco Journal" stated that the average quality of the burley will be poor. "The size is small, but the weight equal to expectations. Country speculators are bidding $18 to $23 per hundred pounds, and similar prices should be expected for the inferior part of this year's tobacco."

Miami valley packers are suffering from a great shortage of labor and offering large inducements to workers. A number of growers are holding off for twenty-five cents and some sales have been made at that figure, but the major portion of the crop is selling at considerably less.

In the South the tobacco crop is passing from the hands of the farmers more rapidly than usual and in North Carolina it is estimated that at least one half of the crop has been sold. Compared with last season, the tobacco is light in weight.

In Lenoir County prices are higher than they have ever been known to be. In all the big markets the prices range near 50 cents a pound.

At Winston-Salem, week of October 13-18, 3,766,247 pounds of tobacco were sold for $1,809,727.85, an average of slightly more than 48 cents a pound. Hundreds of piles brought 80 cents or more a pound. At Rocky Mount, for the week of October 18, sales amounted to 1,200,000 pounds, at an average of $56.75. Both at Rocky Mount and Greenville, wrappers and cigarette tobacco brought $100 and up.

At Richmond, Va., about 3000 pounds of bright flue-cured tobacco sold from $20 to $100, an average of $66.12 per hundred pounds. The air or sun-cured market prices averaged from $12.50 to $40 per hundred, or a very satisfactory average of $18. Danville sold over four million pounds at about $52.

The state field agent of Virginia, in a report in crop conditions, says that the condition of tobacco is 56, which is three under last month, promising a yield of 107,999,000 pounds, or forty-four million pounds less than in 1918. The former low record is 58, in 1900. This is one of the causes of the record high prices.

***

In the northern counties of Wisconsin buying has been active. The thin, leafy binder stock grown in the northern valleys is the stock most selected, but the buying is not yet in the nature of a clean-up of the northern crop.

Prices have risen under the sudden demand, and there is plenty of common tobacco in this district which the buyers are not calling for. This will doubtless come into the selling market in a short time.

No buying is reported in the southern counties and no prices are quoted in the north as so far all contracts have been written on the basis of the merits of the goods. Quotations for lots in bulk will come later.

***

In the Connecticut Valley, the animosity that showed itself so strongly last season between the growers and the buyers has shown no signs of its existence in the present situation. Both sides are waiting but the growers expect profitable prices.

That these prices will not reach the level of last year is the general impression.

"Universal" Results!

THERE are now about four thousand Universal Tobacco Stripping Machines producing this kind of results in over a thousand progressive cigar factories here, there and everywhere.

The Universal Tobacco Stripping and Booking Machine

means bigger profits for cigar manufacturers because:

One Universal strips as much tobacco in most instances as three hand-strippers—saving wages and space.

The stock is better—no tears or curled tips—and very much less scrap.

Cigar makers turn out from 35 to 50 more cigars a day when working with tobacco that has been stripped and booked on the Universal.

If you employ five or more cigar makers, you can use the Universal with profit. Send today for demonstration in your own factory and on your own stock.

Catalogue and Price List on Request

Universal Tobacco Machine Co.

79 FIFTH AVENUE, NEW YORK

Factory: 98-104 Murray Street, Newark, N. J.

Leaf Imports Fall Off In August

Washington, D. C.

IMPORTS of leaf tobacco have fallen off materially since the signing of the armistice, according to statistics now being compiled by the Department of Commerce. But 2,994,150 pounds were imported during the month of August, with a value of $2,629,322, as compared with 9,587,978 pounds, valued at $8,865,850, during the same month of 1918.

The new order which came into existence during the war, when imports from the Netherlands were cut off and the Dutch East Indies attained the importance of leading exporter of leaf, will not last long apparently, for the Netherlands has resumed the handling of tobacco and imports from the Indies, during August, were insignificant. It is probable that, before many months, the old balance will again exist.

No leaf tobacco was imported from the Philippine Islands during August. Leaf suitable for wrappers fell off more than four million pounds, the receipts being 20,931 pounds from the Netherlands, 47,149 pounds from Canada, 2655 pounds from Cuba, and 41,847 pounds from the Dutch East Indies. Imports of other leaf fell off about two and one-half million pounds, as compared with August, 1918, the records showing 383,849 pounds from Greece, 949,210 pounds from Cuba, 254,447 pounds from the Dominican Republic, and 1,294,062 pounds from the unspecified countries. No tobacco was received from the United Kingdom or Mexico.

The drop in receipts during August naturally kept down the total for 1919, and for the first eight months of the year receipts were nearly seven million pounds less than during the corresponding period of 1918, but still more than twenty million pounds greater than those of 1917. The following table shows in detail the imports of leaf tobacco during the eight-month periods ended with August of 1917, 1918 and 1919:

Wrapper Leaf.	Pounds	1917
Netherlands,	720,388	$898,657
Canada,	44,234	53,289
Cuba,	78,455	154,942
Dutch East Indies,	3,270,458	4,188,319
Other countries,	60,751	36,734
	Pounds	1918
Netherlands,	1,315	$2,023
Canada,	78,412	180,821
Cuba,	142,418	185,772
Dutch East Indies,	5,325,231	7,861,658
Other countries,	25,180	25,546
	Pounds	1919
Netherlands,	24,779	$38,917
Canada,	365,385	419,347
Cuba,	24,812	59,582
Dutch East Indies,	3,129,553	5,210,152
Other countries,	287	87
Other Leaf.	Pounds	1917
Greece,	3,423,805	$2,107,718
United Kingdom,	74,513	83,138
Mexico,	45,419	31,146
Cuba,	15,950,917	10,917,229
Dominica,	1,692,249	150,656
Other countries,	5,985,010	1,201,781
	Pounds	1918
Greece,	13,222,137	$12,799,182
United Kingdom,	2,258	2,236
Mexico,	277,756	86,031
Cuba,	15,235,439	12,085,386
Dominica,	8,742,064	1,022,745
Other countries,	17,529,536	3,819,252
	Pounds	1919
Greece,	16,485,469	$17,968,631
United Kingdom,	94,146	91,253
Mexico,	2,566	1,073
Cuba,	14,827,294	14,129,245
Dominica,	4,586,369	821,497
Philippines,	550,674	124,621
Other countries,	13,629,503	11,404,603

Superb Havana Cigars

Antonio & Cleopatra

MADE IN
TAMPA, FLA.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

2 for 15¢

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

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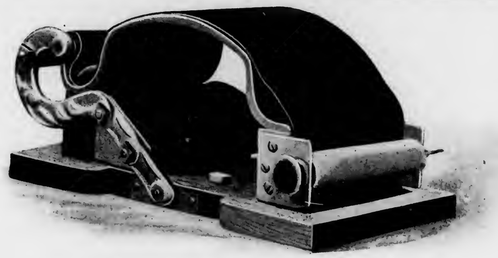

Made in five sizes—4, 4½, 5, 5½ and 6 inches

The "Yankee" Bunch Machine

MEANS

ECONOMY AND PRODUCTION

It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.

Millions of nationally known brands are now being made in factories we have equipped with "Yankee" Bunch Machines.

The demand for mechanical devices is enormous.

Place your order at once.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

44 Cigar Co. Inc. Philadelphia

Two Brands that will Increase Your Business

John Ruskin IS IT TOO BIG?

Flor de MELBA The Cigar Supreme

7c. -3 for 20c. 3 for 25c. up

POSITIVELY THE BEST AT THEIR PRICE

Both Brands Are Big Sellers

We Recommend That You Carry a Supply of Them

See Your Jobber Now, or Write Us

I. Lewis Cigar Mfg. Co., Newark, N. J.

Largest Independent Cigar Factory in the World

(*Continued from Page 16*)

try to educate your public to like certain sorts of pipes or cigars or smoking tobacco, but in the mean time see that you have the kind they prefer, and give it to them without wasting their time and your own in too much salesmanship along the line of propaganda for certain styles.

You remember what a hit Munsey made with his magazine as the first ten-cent magazine, and how it developed the big popular magazine circulation? Well, Munsey originally intended to give the public a high-brow periodical, very intellectual. He changed his mind and decided to give them what they wanted instead of what he thought they ought to have. Success was the result of that change and that has ever since stood in my mind as an example of the way to make a success of selling anything. Give the people what they want rather than what you think they ought to have.

There never was a time when smokers had as much money to spend for pipes as they have right now. I mentioned the wages of the working men. Well, other classes of men are spending more money than ever before. Prices are high and money is being spent lavishly. It is part of your business to see that you get your share of the spending money of the smokers.

For one thing, the constant reduction in the amount being spent for alcoholic drinks gives smokers more money to spend in taking care of the smoking part of their day's enjoyment. A man spending a couple of dollars a week for booze finds that sum mostly left in his pockets now. He can take some of that money and get himself the handsome pipe he has long admired but did not have the money to buy before.

The opportunity of the tobacconist to sell more and better smoker's supplies is very obvious. Whether this opportunity amounts to anything or not depends mainly upon the clerk or salesman, upon the man who personally comes in contact with the customers.

The manager of a store may be the best of advertisers and his advertising may produce good results. The man who makes the window displays may be a crackajack and his displays may bring in trade. The buyer may have wonderful judgment and secure a stock that is admirably suited to the location and to the patron's needs. But after all these things are considered, we have to admit that the salesman behind the counter who meets and serves the smokers is the fellow upon whom depends the success or failure of the business. The store's clerk can make or break the business.

As a salesman it rests with you to increase the pipe sales or to keep them down to just what are produced by the advertising or display of the store. If you are going to be a success in a business way now or later, you will make the most of your chances to sell more pipes and better pipes, to develop your Pipemanship.

The Imperial Tobacco Company has completed plans for doubling the capacity of its leaf tobacco plant at Urlson, N. C.

The Ways and Means Committee of the House of Representatives has decided that the bill establishing free ports at American cities would be unconstitutional, and the bill has been dropped. Among the importers who were much in favor of the bill were several large leaf and cigar importing firms.

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE "BULL" DURHAM TOBACCO

10c

© Guaranteed by The American Tobacco Co. INCORPORATED

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Manilas Gain 50,000,000

Washington, D. C.

Exports of cigars from the Philippine Islands during the fiscal year 1919 showed a decided increase over those of the preceding year, according to figures just compiled by the bureau of insular affairs of the War Department. Imports of Philippine cigars into the United States during the year increased fifty-two million over those of the preceding twelve months, while total exports from the islands showed an increase of nearly eighty millions.

The following table, prepared by the bureau, shows the exports from the islands in detail:

	Twelve months ending June—	
	1918. Quantity.	1919. Quantity.
Cigars,	318,564,000	397,716,000
United States,	224,174,000	276,289,000
Australasia,	2,168,000	8,075,000
China,	29,527,000	34,348,000
Hongkong,	8,869,000	8,469,000
Other countries,	49,826,000	70,535,000

C. L. L.

AMERICA ATTAINS THE IMPOSSIBLE

"The Cigar and Tobacco World," of London, England, in the October issue, pays the following tribute to the genius of American inventors. It says: "We hear marvellous accounts of a machine that has made its appearance in the United States. Many years have come and gone since machines for making cigarettes were first proved to be a practical proposition, and how ably the evolution of subsequent years has demonstrated their value in the cigarette factory is common knowledge in the trade. But a machine which would turn out a complete cigar has always been regarded as impossible of attainment. Nothing, however, seems forever impossible to the mechanical genius of the inventor, and the cigarmaking machine is now an accomplished fact. Full of wondrous devices and marvellous detail, the machine, worked by three girls, is capable of producing from 370 to 400 cigars an hour, uniform in size, shape and weight, and containing over 50 per cent. of long filler. It will probably be a year or two before the machine is installed over here, for we are given to understand that its manufacturers have more orders on hand for the States than they can possibly fill for at least a year; but when it comes, although it costs several thousand dollars initial and entails a princely royalty, it must inevitably revolutionize the cigar industry and make the British cigar, now, like its cousin from Havana, the smoke of the rich, once more the favorite weed of the popular and poorer classes."

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Chinese Like Our Cigarettes

Washington, D. C.

Although exports of cigarettes during August fell off somewhat, as compared with August, 1918, there were enough shipped abroad to go twice around the world, if laid end to end, with enough left over to make a trail to San Francisco and back. One could play other tricks with them, such as saying that they weighed nearly 3500 tons, but the fact would still remain that we exported, in one month, 1,097,596,000 cigarettes. Some smoke!

Our most important customer, of course, is our Chinese friend, who has found the American cigarette, perhaps, a more potent smoke than his accustomed opium. During August, John Chinaman received shipments of 437,050,000 cigarettes, valued at $685,929.

Those must have been cheap cigarettes. John Bull smokes better ones. Although he only bought 276,065,000 during the month, they cost him the round sum of $833,372. Panama smokes a pretty good grade, too. 4,689,000 cigarettes shipped there bringing $17,526, but the Straits Settlements is a cheap market, for 32,000,000 only brought $41,841. Siam is not much better, though, giving only $27,300 for 20,000,000 smokes.

Exports to all other countries totaled 327,792,000 "fags," with a value of $981,902.

C. L. L.

The Western Kentucky and Tennessee Loose Leaf Warehouse Association was formed at Hopkinsville, Ky., on October 16. The present intention is to look after the interest of dark export tobacco. Twenty-eight warehousemen of the Clarksville, Hopkinsville and Paducah district, and twenty-eight of the One-Sucker district around Bowling Green, were represented. Officers elected were: President, R. E. Cooper of Hopkinsville; secretary-treasurer, C. B. Stafford of Clarksville; attorney, James Breathitt, Jr., of Hopkinsville.

LITHOGRAPHER'S SUPPLIES

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD By Which Cigar Havanas Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
ROSS-GOULD Mailing Lists St. Louis

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars $2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LOUIS THE FIFTH:—41,354. For all tobacco products. September 24, 1919. Louis Klein, New York City.

GHIKA:—41,355. For all tobacco products. September 20, 1919. J. McLeod, Boston, Mass.

NORTHOVER:—41,356. For all tobacco products. September 29, 1919. Raymond C. Stryker, Bound Brook, N. J.

FLOR DE PLYS:—41,357. For all tobacco products. September 24, 1919. F. A. de Pilis, New York City.

E. B. CRABTREE CO.'S HANDMADE:—41,358. For cigars and tobacco. October 3, 1919. E. B. Crabtree Co., Minneapolis, Minn.

EDGAR A. GUEST:—41,359. For all tobacco products. October 3, 1919. American Litho. Co., New York City.

OLD NATIONAL TRAILS:—41,361. For all tobacco products. October 2, 1919. Victor Levor, Attica, Ind.

FLORIDA FIVES:—41,362. For all tobacco products. August 30, 1919. Lasteco Cigar Co., Quincy, Fla.

LIETUVOS SESUPE:—41,363. For all tobacco products. October 6, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

GABRIELE D'ANNUNZIO:—41,364. For all tobacco products. October 8, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

2¾%:—41,365. September 23, 1919. Hy. L. Tank, Milwaukee, Wis.

HOMEWOOD CLUB:—41,366. For cigars, cheroots and stogies. September 27, 1919. H. C. Pfaff, Baltimore, Md.

RED HOOP:—41,368. For partially manufactured tobacco, manufactured tobacco, chewing and smoking tobacco. August 6, 1919. Universal Leaf Tobacco Co., Inc., New York City.

BLUE HOOP:—41,369. For partially manufactured tobacco, manufactured tobacco, chewing and smoking tobacco. August 6, 1919. Universal Leaf Tobacco Co., Inc., New York City.

BLACK HOOP:—41,370. For partially manufactured tobacco, manufactured tobacco, chewing and smoking tobacco. August 6, 1919. Universal Leaf Tobacco Co., Inc., New York City.

GREEN HOOP:—41,371. For partially manufactured tobacco, manufactured tobacco, chewing and smoking tobacco. August 6, 1919. Universal Leaf Tobacco Co., Inc., New York City.

HOOP:—41,372. For partially manufactured tobacco, manufactured tobacco, chewing and smoking tobacco. August 6, 1919. Universal Leaf Tobacco Co., Inc., New York City.

GRECIA:—41,373. For all tobacco products. October 6, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

NICKEL SMOKE:—41,374. For cigars only. October 7, 1919. Pasbach-Voice Litho. Co., New York City.

PARKER & CLEMENS:—41,375. For cigars, cigarettes and tobacco. October 11, 1919. Parker & Clemens, Miami, Fla.

POCKET PROOF:—41,376. For all tobacco products. October 11, 1919. Hilson-Schloss, Inc., Mt. Carmel, Pa.

BYDIRECT:—41,377. For all tobacco products. October 9, 1919. George Schlegel, New York City.

EL SUSTENTO:—41,378. For cigars. October 11, 1919. L. W. Killeen, Schenectady, N. Y. Title to this trade-mark has been acquired by registrant by a transfer from Nicholas Ehrlich, New York City, the latter having acquired it by several transfers from S. G. Condit, New York City, the original owner thereof.

FITZPATRICK & DRAPER'S 339:—41,379. For cigars. October 7, 1919. Fitzpatrick & Draper, Kingston, N. Y. Trade-mark claimed to have been in actual continuous use for upwards of thirty years.

RIZ PERFECTION:—41,380. For cigarette paper tubes. October 16, 1919. Max Spiegel & Sons Co., Inc., New York City.

TASTE BEST:—41,381. For cigars. August 30, 1919. I. Fein, Millville, N. J.

EL PURITANO:—41,387. For cigars. October 14, 1919. Gradiaz, Annis & Co., New York City. Trade-mark claimed to have been in actual continuous use for about forty-five years, when it was first adopted by Stephen G. Condit, New York City, from whom title was derived by registrant on April 21, 1917.

DUKE OF MADRID:—41,388. For cigars. October 14, 1919. Gradiaz, Annis & Co., New York City. This trade-mark has been acquired by registrant by a transfer from Stephen G. Condit, New York City (who it is claimed had used it for many years) on April 21, 1917.

ESPENELLA:—41,389. For cigars. October 14, 1919. Gradiaz, Annis & Co., New York City. This trade-mark has been acquired by registrant by a transfer from Stephen G. Condit, New York City (who it is claimed had used it for many years) on April 21, 1917.

LORD CARLETON:—41,390. For cigars. October 14, 1919. Gradiaz, Annis & Co., New York City. Trade-mark claimed to have been in actual continuous use for some time by Lord Carleton Cigar Co., New York City, from whom title was derived by registrant on June 23, 1919.

EL CAVALLO:—41,391. For cigars. October 14, 1919. Gradiaz, Annis & Co., New York City. Trade-mark claimed to have been in actual continuous use for some time by Lord Carleton Cigar Co., New York City, from whom title was derived by registrant on June 23, 1919.

THE SUN SQUARE:—41,392. For cigars, little cigars and cigarettes. October 6, 1919. L. Cohen, Baltimore, Md.

JOHN W. HOGAN, INSURANCE MAN'S SMOKE:—41,394. For cigars. October 21, 1919. Anderson Bros., Inc., Menomonie, Wis.

MAGIC VALLEY:—41,395. For all tobacco products. October 22, 1919. American Litho. Co., New York City.

TRANSFERS

REINA GLORIA:—11,992. For cigars. Registered March 3, 1890, by Bondy & Lederer, New York City. Transferred to Pasbach-Voice Litho. Co., New York City, September 24, 1919.

LA PERUNA:—18 999 (Tobacco Leaf), May 8, 1900, and **No. 22,648** (Trade-Mark Record), May 1, 1900. For cigars, cigarettes and tobacco. Registered by The Wing Cigar Co., Columbus, Ohio. Transferred to S. C. Roper, Columbus, Ohio, October 7, 1919.

TAMPA SWEETHEARTS:—40,979 (T. M. A.). For all tobacco products. Registered February 11, 1919, by Pasbach-Voice Litho. Co., New York City. Transferred to Fuente & Farina, Tampa, Fla., October 14, 1919.

MISANTA:—41,203 (T. M. A.). For cigars, cigarettes, cheroots and tobacco. Registered May 14, 1919, by Garrett H. Smith, New York City. Transferred to Magen Bros., Philadelphia, Pa., August 5, 1919.

QUEEN OF SCOTS:—For cigars. Registered March 8, 1886, by Tobacco Journal for S. G. Condit, New York City. Transferred to Gradiaz, Annis & Co., New York City, April 21, 1917.

ALBA FLORA:—7,094 (Trade-Mark Record). For cigars. Registered October 14, 1894, by S. G. Condit & Co., New York City. Transferred to Gradiaz. Annis & Co., New York City, April 21, 1917.

PIRAMIDO:—22,076 (Trade-Mark Record). For cigars. Registered January 13, 1900, by Henry Drucker, New York City. Transferred to S. G. Condit, New York City, June 9, 1900, and retransferred to Gradiaz, Annis & Co., New York City, April 21, 1917.

HOMESTEAD:—25,314 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered January 10, 1913, by Symons-Kraussman Co., New York City. Transferred to Gain & Co., Brooklyn, N. Y., December 13, 1918.

LADY ABERDEEN:—24,090 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered April 1, 1912, by Kaufman, Pasbach & Voice, New York City. Transferred to I. J. Rupp, Denver, Pa., and retransferred to A. E. Yetter, Stevens, Pa., September 27, 1919.

KING OF CUBA:—23,354 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 12, 1900, by Lagora-Fee Co., Detroit, Mich. By various transfers was acquired by Michigan Cigar Box Co., October 2, 1919, and re-transferred to Cole Litho. Co., Chicago, Ill., October 14, 1919.

CORRECTED PUBLICATION

GENERAL MENOHER:—41,352. For all tobacco products. Registered September 27, 1919, by Opperman Cigar Co., Johnstown, Pa.

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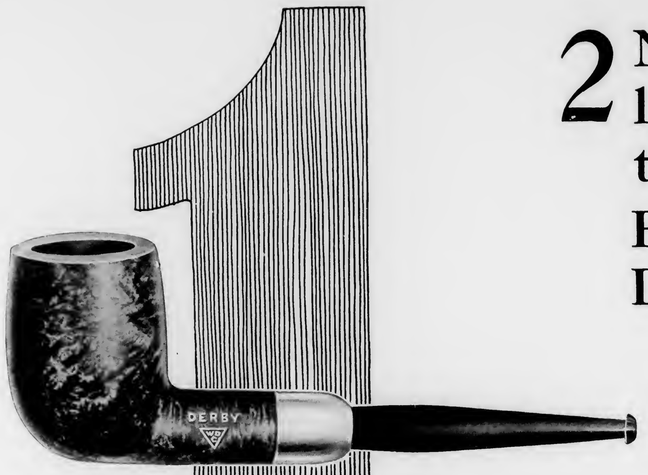

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The Tobacco World

Established 1881

Volume 39 — November 15, 1919 — No 22

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Volume 39

THE TOBACCO WORLD

Established 1881

Number 22

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, November 15, 1919 Foreign $3.50

Cigar Manufacturers Should Protect the Legitimate Cigar Jobbers and Retailers

IN these days no cigar manufacturer needs to look beyond his regular trade for an outlet for his goods. All jobbers are calling for goods and ordering shipment by express—and the manufacturers are lucky if they fill even part of the order.

But in times past, and in times to come, the manufacturer has been, and will be, often tempted to send goods out without regard to his jobbers' rights as regards territory.

No doubt every manufacturer has had the experience of receiving a tempting order to be shipped into a jobber's territory to a man who claims to be a jobber but who in reality is not.

Publishers are constantly being requested to furnish factories numbers with addresses. They come by letter, they come by telephone and then there are the personal visits.

While publishers are usually glad to furnish addresses for factory numbers, it is only fair to warn the manufacturer of the occasional inquiry that asks for jobbers' prices, large shipments and cash payments from territory where the manufacturer already has a distributor. The large houses, of course, pay no attention to these inquiries further than to refer the inquirer to the jobber. Others, perhaps disappointed in the distribution secured by the jobber in the territory, lean a willing ear to the excuses offered for asking for a direct connection. Either the men can't get along with the jobber or the jobber can't let him have all the goods he wants, or some other apparently good reason.

As a matter of fact the man simply wants to get the goods at a low enough price to cut the brand. We see it in Philadelphia every day. Such a dealer recently picked up a good many thousand of a brand retailing at two for 15 cents. He paid the jobber $55 less 2 per cent. and sold them over the counter at 6 cents straight. They sold out in three days. The jobber found it out and declined to sell them, using as an excuse that his regular customers would take all he could get for some time to come.

The dealer took the factory number, got the address of the manufacturer and made him a dazzling proposition. But the manufacturer said "nothing doing." He was protecting his jobber and his regular trade to the limit.

In some cases other manufacturers have made the deal without realizing that the cut price man was killing his jobber's legitimate trade, and that finally the jobber would give up the brand, and that he would be left with one lone outlet. The retail price of his brand would be shot to pieces, the good-will that comes from having the cigar sold in hundreds of stores and smoked by thousands of men patronizing those stores would be lost, and finally when the cut price man had enough he, too, would dump the brand and move on to new victims.

When we see, as we do see every day in large cities, the leading brands of the section advertised in cut price store windows at a cent or more below what the regular dealer can afford to sell them at, we wonder.

We are unable to understand why, in this period of an enormous shortage of every standard brand in the country, the cut price man is able to secure all the goods he wants while the thousands of legitimate dealers who have fathered the brands and first introduced them to the public, must be content with only part shipments of their orders?

Admitting that the average small dealer is guilty of most of the crimes that the manufacturers charge him with, the fact remains that he has an outlet for cigars. That it is through this outlet that the cigar first went to a smoker, and it is through these hundreds of thousands of retail outlets that the enormous distribution for national brands has been obtained.

Is there any manufacturer ready to call for the spotlight and say, "You can tell the world the cut price man made my brand"? We can't say that we notice any rush for the center of the stage, and for the reason that no brand was ever popularized through cut price outlets.

Most manufacturers will say, "We can't prevent them from getting the goods." We admit it. But the manufacturers can make it very difficult.

We cite as an example, a holiday period when orders were not so plentiful. The story concerns one of the most just and upright cigar manufacturing concerns that it has been our privilege to visit from time to time.

A notorious price-cutter telephoned an order the first week in December for fifty thousand cigars. He

did not get them. The second week he telephoned again, demanding them. He was informed that they were unable to get them for him. He might possibly get ten thousand. He went up to the firm's office. He demanded fifty thousand. He was told that about the eighteenth of the month they would ship him ten thousand. He was not satisfied. He would see the head of the firm. He saw the head of the firm and belligerently asserted his rights to fifty thousand cigars. The head of the firm informed him that the salesman was wrong and that owing to unforeseen circumstances he would have to cut the order to five thousand and that they could not be delivered before the twenty-fourth. On the twenty-fourth he got his five thousand and since that time the price-cutter has never been able to get a sufficient quantity to sell at anything but the legitimate price.

The cigar manufacturer who does not make every honest effort to protect his jobbers and retailers by placing every possible obstacle in the way of the price-cutter, loses respect and prestige not only with his jobbers and dealers but with most of the smokers as well.

There are very few business men who do not believe in price maintenance. And there are many retailers sighing for the day when they can repay with interest those manufacturers who have undersold to price-cutters.

Legitimate jobbers and dealers are the very backbone of the cigar and tobacco industry. Without them nationally known brands would disappear overnight. And it is to the everlasting credit of every manufacturer who does his utmost to maintain and protect the legitimate channels of trade.

Market In Mexico For American Tobacco

VICE-CONSUL CHARLES H. CUNNINGHAM in a report on the Mexican market for American tobacco said recently a number of inquiries have come to the American consulate general in Mexico City and to the American Chamber of Commerce here as to can tobacco exporters and Mexican manufacturers of whether arrangements could be made between Americigars and cigarettes for the importation into this country of tobacco from the United States.

There is always a demand for American tobacco, including pipe tobacco, cigars, and cigarettes, among the foreign consumers in Mexico, and among a certain number of Mexicans. The proportion of the latter is slowly increasing. There is also a limited employment of American tobacco mixed with the Mexican product in cigarettes. A large concern in Monterrey, State of Nuevo Leon, has been importing American tobacco for this purpose for some years. This concern has its own buying organization in the United States and the amount of the purchases has been increasing progressively.

It must be noted, however, that Mexico ordinarily produces enough tobacco for its own use, and that the above-mentioned demand does not proceed from any shortage of the local output but rather from a desire to obtain a certain result from the mixing of the two brands. Indeed, Mexico is seeking to build up an export trade in tobacco, and already efforts have been made to market Mexican tobacco in the United States. In order to encourage the exportation of tobacco, the Mexican Government, on June 4 of this year, reduced the prevailing export duty from 4½ cents to 2½ cents per kilo of 2.2046 pounds on leaf wrapper tobacco, and from 2½ cents to 1 cent per kilo for fillings.

Another difficulty to surmount in the exportation of American tobacco to Mexico lies in the high import duty imposed on foreign tobaccos by the Mexican Government. This duty amounts to 1.50 to 2 pesos (peso = $0.4985) per legal kilo (net weight of tobacco plus weight of interior packing) for leaf tobacco and fillings, 2.50 pesos per legal kilo for chewing tobacco, 3 pesos for cigarettes, and 5 pesos for cigars. While the local market is adequately supplied with the Cuban and Manila brands of cigars, it is possible that in leaf tobacco and fillings an export trade from the United States might be built up. Especially does a chance exist in the possibility of producing a new blend through the mixing of Mexican and American tobaccos and in building up a demand for this product.

Local manufacturers of cigarettes are already giving this matter their attention. The manager of an important local factory writes: "Now seems an opportune time to study the use of American tobacco, mixing it with the small quantity of Mexican tobacco on hand." This same official adds, however, that before giving any definite opinion on this subject, "it will be necessary to have samples of tobacco from Virginia, Kentucky and Maryland, with corresponding prices, to compare quality and cost with Mexican tobacco."

The manager of another important cigarette and cigar manufacturing company in Mexico writes: "We would be very much pleased to receive quotations and samples of tobacco from Virginia and Kentucky, and would request that you order samples in sufficient quantity to enable us to make the necessary tests. If possible please obtain us quotations, c. i. f. at a Mexican port or frontier town, in order that we may be able to estimate the freight costs to Mexico City." This same manager writes that his firm has never ultilized any class of tobacco other than Mexican

PIPEMANSHIP

By Frank Farrington

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Part IV

WHAT about the sale of pipe accessories and other smokers' utilities? Are you doing anything to make more of these goods sell? A smoker may be buying from your store all the cigars he uses and it may not be possible to increase his purchases along that line, though that is seldom the case. But to that smoker you can sell other things in the way of accessories.

Just the little matter of lighters. There is a good sale for these among outdoor men especially, but most of this business has to be developed by salesmanship.

You cannot sell these gods if you do not have them and you cannot sell them merely by having them. You must push them. Have them conspicuously displayed. Devote window space to them.

In displays and in your selling talk feature their advantages strongly. Motorists, hunters, sportsmen of all sorts, will be interested in a lighter that makes it simple to light a cigar or pipe in the wind. That makes a good talking point for a lighter. "Won't Blow Out," "A Light in the Wind," "A Light Without Stopping the Car," "Lights a Cigar or Pipe Anywhere Easily." These are good phrases to use in this connection. They appeal strongly to the men you want to reach.

If you have an electric fan, you can make up a window display that will show what you mean. Take a lot of tissue paper streamers and tie them where the fan will keep them flying and you have what will carry the impression of the wind blowing. You can use this in the window along with a display of the lighters and a card, "A Light Any Time, No Matter How Windy." The motion will attract attention. Add some outdoor pictures taken from the sporting magazines and you can give the display the atmosphere you want.

The matter of safety in connection with the lighter can be played up, too. The used match is thrown down somewhere, perhaps after being blown out, more likely not. Matches cause many fires, especially the dangerous parlor match which is condemned by insurance underwriters. You are not going to hurt anyone's feelings if you boost the cigar lighter and condemn the parlor match.

You can display in your window a lot of empty boxes in which parlor matches came and put in with them a sign, "The Match Causes Thousands of Fires." In the other side of the window, display your lighters with the sign, "Play It Safe. Use a Lighter."

"Safety First, at Home or in the Woods," is a good sign to use. Get one of the State forestry or insurance or some other department's notices about care regarding fires in the woods. In most states there is a department working along that line, using posters or official notices on muslin. Put one up in the window with some hunters' or other woodsman's equipment and the sign above mentioned.

This sort of work has a real economic value in addition to being good for your business. You will be boosting a good cause and doing something to help educate the people to be careful about fires—and goodness knows it is time there was more of that sort of education.

But lighters are only one of many smoker's accessories. Match boxes, incongruous as is their relation to lighters, are among them, and there is also a "Safety First" side to the pushing of match box sales. If you want to follow that line, call attention to the chances of matches in the pocket of an unused garment causing fire through ignition by rats or mice or by being stepped on or otherwise rubbed or pounded.

"Make Your Matches Safe" is one of the watch words of match safe selling and another is "Keep Your Matches Dry." Both have their important application and will be appreciated by outdoor men.

For the inside smoker, you have the holders for the boxes of safety matches with the ash trays attached, as desk or table devices or with tall standards making of them separate articles of furniture. These things have their greatest sale as gifts and with the coming of the holiday season they should be strongly pushed for that purpose.

Instead of getting up displays that appeal to the men, make up the window trims with the women in mind. Many, if not most, of such sales at Christmas will be to the women. So, make the display attractive to them by means of the beautifying influence of color schemes, artificial flowers, decorative effects of any available sort. Use such show cards as the following, "*He* Needs One of These," "How to Please a Smoker—Give Him This!", "What Every Smoker Wants," "Has He One of These in His Office?", "Have You a Little Smoker's Stand in Your Home?", "Make Him Happy and Keep the Ashes from the Floor." That last is a double-headed appeal.

When women come in to buy cigars for their men friends at Christmas and lose their nerve for fear they won't get the right kind, instead of taking chances of losing them, encourage them to buy accessories like the above instead. If you do no newspaper advertising at other times, it will be a good thing to take space for the few weeks prior to Christmas in order to get your store recognized as one of the places where holiday gifts may be purchased.

You will find the best pipe makers offering, in addition to their pipes, lines of cigar and cigarette holders in amberine, etc.

There is a sale for these to people who want to keep the cigarette stains from their fingers. I didn't say women smokers, because it is questionable whether many of them will come to your store for their supplies, unless you might advertise that you will fill mail orders "in town" at the advertised price, goods sent in plain wrappers without your name or advertisement. In this way you may reach this class of trade.

Many a favorite pipe is laid aside because the stem gets broken and the smoker does not think to get a new stem. Keep smokers reminded of the new stems you carry in stock. Don't leave it to some other dealer to pick up the odds and ends of this sort of trade. These little sales may not be of the greatest importance, but they fill in the chinks of time and help carry the overhead expense without adding proportionately to your cost of doing business.

An investment of five dollars or less will make a supply of pipe stems that will enable you to take care of most styles of pipe using push stems, including Wellingtons, Waldorfs and other well-bred pipes.

One way of looking at this pipe stem business is that if a man cannot get a new stem, he may buy a new pipe and you will make more money. The worst of that is that he will probably buy the stem elsewhere if you cannot supply him and you lose the sale of the stem and get no pipe sale to make up for the loss.

Pipe cleaners are a necessity for every smoker who uses a pipe. Our grandfathers used to clean out their pipes with a straw and that may have been perfectly satisfactory to them. Anyway they used mainly clays or other straight stemmed pipes and a stem of timothy might do the trick well enough, but it is different now. Every pipe smoker ought to have all the time a supply of pipe cleaners and you ought to have them where they will be seen by all comers while a sign reads something like this, "Any Pipe Cleaners Today?" These nickel sales help in the aggregate and if you don't believe in the value of nickels and dimes, take a look at the Woolworth tower.

Tobacco pouches are another item you want to keep displayed where the pipe smokers will see them, and that means that they should be somewhere near the pipes and the pipe tobaccos. And don't forget the large jars that hold a pound of tobacco, or so. The smoker who buys this will want a pouch too if he hasn't one. It is a good thing to remember in connection with each purchase that there is some allied item of stock that ought to be suggested at the time. Just as cigarettes suggest cigarette papers, so a jar of tobacco suggests a pounch, a pipe suggests pipe tobacco, a box of matches suggests a match box, a man filling his pipe suggests pipe cleaners, etc.

It is worth a good deal to get a smoker into the habit of coming to your store for all of his wants in the smoking line. It may be that the profit on a nickel bundle of pipe cleaners is negligible—scarcely worth bothering about, but do you want the smoker to drop into some other store because he is out of cleaners, and while there fall into the hands of a clever salesman who gets him to using a different kind of tobacco for which he is going back to that store?

Just because you fail to mention pipe cleaners today to a man whose pipe does not draw well when he fills and lights it in the store, you may tomorrow lose that man to a competitor because he drops in wherever it happens for pipe cleaners, not thinking the item worth coming to his favorite store to buy.

You never know what little thing may lose you a customer or gain you one, so you need to do all you can in every way you can to make as many sales as you can to every smoker you can.

Keeping the customer supplied with the various needs he has in the tobacco line means that he will be that much less likely to fall into the hands of the other fellow. Doing all you can when one of the other fellow's customers comes in for some little thing, to get him interested in what may make him your regular customer is necessary if you would hold your own with live competitors who are all the while after your trade.

Leaf Tobacco Held by Manufacturers and Dealers

Preliminary statistics of the United States Bureau of the Census give the quantity of leaf tobacco held on October 1, 1919, by American manufacturers and dealers as 1,263,769,070 pounds, compared with 1,264,883,788 pounds on the corresponding date of 1918. On July 1 and April 1, 1919, the leaf tobacco on hand amounted to 1,400,963,823 pounds and 1,627,233,876 pounds, respectively. The amount on hand on October 1, 1919, includes 848,556,444 pounds for which the marked weight (weight at time it was packed or baled) was reported, and 415,212,626 pounds for which the actual weight was reported. The corresponding amounts included for 1918 were 846,244,670 and 418,639,118 pounds, respectively; for July 1, 1919, 940,836,910 and 460,126,913 pounds, respectively; and for April 1, 1919, 1,100,400,406 and 526,833,470 pounds, respectively. Allowance should be made for shrinkage on the amounts for which marked weight was reported in order to ascertain the actual weight. The total for October 1, 1919, includes 1,118,516,958 pounds of unstemmed and 145,252,112 pounds of stemmed leaf tobacco.

These statistics represent for dealers in and manufacturers of tobacco other than the original growers: (1) The quantity of leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; (2) all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

Insuring the Life of a Partner or Executive

THERE are many instances where firms and corporations find it very desirable to insure the lives of one or more of the partners or executive officers. This is especially true when an executive is of extraordinary value because of his knowledge or special ability, and without the services of whom the firm might be seriously handicapped and would not enjoy as great a measure of prosperity.

The insurance of partners and executives is a sound business policy and is in the form of business insurance. This class of insurance is steadily gaining favor as business men are beginning to realize how favorable it is to their interests. It is safe to state that the greater number of our large corporations are protecting their interests by having insurance in substantial amounts on the lives of their most important executives.

The experience of Elbert Hubbard will serve to illustrate how the leading business men and financiers view this question. During a prolonged period of business depression Mr. Hubbard thought it might be necessary to obtain a loan in order to continue the work at the Roycroft Shops. The bankers whom he approached were willing to grant a loan of $100,000 on the Roycroft establishment, providing Mr. Hubbard would give as further security an insurance policy for $100,000 on his life.

Why life insurance to secure a loan for which there was ample security in the form of real estate and other assets? Because the bankers knew that as long as Hubbard was there to direct the work of the Roycrofters the continued success of the organization was practically assured and the loan was safe. But there was no guarantee that he would remain there, and in such an event there was a doubt in the minds of the bankers whether there was another man capable of directing this organization as successfully. Hubbard's genius had created the Roycroft establishment, and whether it could survive his loss was mere speculation.

Another case will further serve to illustrate this point. Jones and Wilson were co-partners. Jones had no special knowledge or ability for the business in which he was engaged, and in most matters of importance he depended entirely upon Wilson, who was the real head of the business. Jones knew that he might not be able to continue the business successfully without Wilson to direct its affairs. After considering this question for some time they decided to have Wilson's life insured for $20,000. This insurance they considered as an attractive investment in addition to the protection it afforded, because the cash surrender value of the policy was an asset which was available at any time when needed, and if the policy would be kept in force until maturity the partnership would receive the face value. However, after the policy had been in force four years Wilson died. Jones received the amount of the insurance and with it was able to reorganize the business and continue it successfully, while without it he would probably have failed.

It is a significant fact that when the insurance is made payable to the partners individually the creditors of the firm have no claim upon the proceeds, nor can the insured dispose of them in any other manner than is stated in the policy, either by will or otherwise.

In order to obtain insurance on the life of a person there must be an insurable interest. A person can not have the life of another insured in whom he has no interest. A creditor has an interest in the life of his debtor and therefore may have his life insured. Insurable interest also covers the lives of partners and of men who are associated in business. A corporation has an insurable interest in the lives of its executives and officers. In other words, if through the death of a person another will suffer pecuniary loss or disadvantage, then he has an insurable interest in that person. It is not necessary that this insurable interest continue during the life of the policy, but it must exist at the inception of the policy.

When a firm insures the life of a partner or executive officer, the question usually arises: "How shall this insurance be treated on the books of the firm?"

In order to illustrate this we will assume that Jones and Wilson insure the life of Wilson for $20,000. The form of insurance is a twenty-five-year endowment policy, and the annual premium is $1200. The actual cost of carrying this insurance is the difference between the premiums and the cash surrender value of the policy, for the cash surrender value is an asset because it is collectible at any time when the policy is surrendered by Jones and Wilson. For instance, at the end of five years Jones and Wilson will have paid in premiums $6000. Assuming that the cash surrender value of the policy at that time is $3500, then the actual cost of carrying this insurance during the five-year period is only $2500, or $500 for each year. Of course, during each succeeding year the expense grows smaller, for the cash surrender value of the policy grows proportionately greater.

Since there is no cash surrender value of the policy at the end of the first year, the first annual premium may be considered as a total expense. When the premium is paid the amount is charged to an account known as life insurance premiums. Then each month, in order to take up this unexpired insurance premium as soon as it does expire, an entry is made in the journal. This entry may be as follows:

Dr. Life Insurance	$100.00	
Cr. Life Insurance Premiums,		$100.00

Thus, when the twelve monthly entries have been made as shown above, this account will be closed.

When the premium for the second year is paid the same process is repeated, and the monthly entries are made in the same manner. But at the end of the second year we find that the policy has a cash surrender value of perhaps $700. This amount is an

asset and is placed on the ledger as such. Therefore, during the last month of the second year a journal entry should be made in the order shown.

Dr. Life Insurance Policy, $700.00
Cr. Life Insurance, $700.00

Life insurance policy account records in the cash surrender value of the policy, and at the end of each year an entry should be made to add the annual increase in value of the policy. By crediting the expense account, life insurance, as shown in the above entry, the expense of carrying the policy during the second year has been reduced to $500.

When annual dividends are declared on the policy these may be used to reduce the amount of the premium, and to that extent reduce the expense of the insurance. An annual dividend of $120 would reduce the annual premium to $1080, thereby reducing the monthly charge to insurance by ten dollars.

When the person whose life is insured dies before the policy matures, then the face value of the policy will be collected. Cash is charged with the amount received; life insurance policy account is closed by crediting to it the amount shown on the debit side as an asset, and the balance of the proceeds are credited to the surplus account.

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Tobacco Prices Will Go Higher

THE late Jacques Futrelle, in his detective stories was constantly using the expression "Twice two make four, not once in a while but all the time," which is another way of saying that given certain facts as a basis the conclusion is obvious.

Unless some extraordinary convulsion shakes the business world, all sorts of manufactured tobaccos will be higher next year than this year, and the "why" is shown very clearly in the leaf market reports of this issue.

In some sections of the country sales have been under way and in others they have not started yet, but from every section where sales have been made, prices have been high and in some districts especially North Carolina and Virginia, fine leaf has brought the highest price ever paid in the history of the markets.

In another column is the announcement that on November 17, except in New York, Philadelphia and Boston, the United Cigar Stores will raise the price of twenties in ten leading brands to nineteen cents a package.

In commenting on the raise, Mr. Edward Wise, chairman of the board of directors, says that it is likely that the prices of cigarettes will advance steadily. He does not refer to other goods, but the course of one of the products will most surely be followed by all the rest, and the reasons are not hard to understand.

Looking back over our files a few years we find that leaf tobacco has advanced more than one hundred per cent., largely due to the increased cost of field labor and production, and there is another factor that will show up in time in the export statistics.

It will then be known to what extent American buyers have been forced to compete with foreign agents, for the world is hungry for tobacco, and since some of the big nations got a taste of it in the war, they are especially hungry for American tobacco.

It has seemed to us, in this connection, that an advertising campaign to show the American public what other nations are paying for their smokes since the war, would make all but chronic grumblers give thanks that they are Americans.

From the October issue of the leading London tobacco trade magazine the following are a few culls from advertisements, translated into American money: Cigarettes, 10's, 14 cents; 20's, 24 cents; 10's, 16 cents; some higher grades of 20's at 32 cents, and 48 cents for Virginia and 54 cents for Turkish. Most of the cigarettes are advertised at the higher prices.

Nearly all of the advertisements are for cigarettes but there are some smoking tobaccos at 18 cents an ounce, and 23 cents an ounce. An Englishman, just returned from a visit to England, and glad to get back to America, tells us that "e ad to pay 23 cents an ounce for tobacco an damn poor stuff at that."

So far, there has been a remarkably clever and amiable reception given to the five-cent cigars that have advanced to six, seven and eight, for the quality, in most instances, has kept up fully. If the manufacturers will continue to uphold the standard of excellence, there is no doubt that future advances in price will be met with the same amiable acceptance.

The *Cigar and Tobacco World,* of London, England, says that about thirty years ago a certain James Loomes grew a luxuriant and considerable crop of tobacco. The Inland Revenue officials took an interest in it, assessed the value at a high figure and demanded the duty. Mr. Loomes gathered and stocked his crop and made a bonfire of it

A movement is in progress, which is meeting with considerable success, to induce newspapers and magazines which advertise tobacco products, to abstain from publishing advertisements for "tobacco cures." Tobacco cures are invariably fakes, as the publishers can easily prove if they try them.

SIMPLEX PACKING DEVICE

FOR 1/20 ROUND CANS OR GLASS JARS

OPERATION—Place bundle of fifty cigars in clamp over revolving table and straighten them. Clamp by handles and place in press—after pressing, place over can or jar and release handles, and use plunger to push the cigars into cans. The cigars get a uniform circular pressure—absolutely no breakage and will pack 15,000 cigars daily.

TIN CANS-all sizes. Plain, Lacquered or Lithographed.

CEDAR LININGS-Our Linings are air dried after cutting. No shrinking, moulding or spotting.

American Box Supply Co.

383 MONROE AVENUE
DETROIT, MICH.

We have over *One Million* sets of Labels with bands on hand for immediate delivery which are offered much lower than regular prices.

Dealing a Hand to Yourself

By Clarence T. Hubbard

NEARLY every home boasts anywhere from one to five packs of playing cards and in the majority of cases at least *one* of such packs are new within a year's purchase. This means that even the smallest of towns sell a few hundred packs of cards annually. And with cold weather here, purchases of playing cards will *increase* as card games form the buik of "indoor sports."

Tobacco and cigar dealers will find the present time an opportunity to add, or stock up, with a supply of up-to-date playing cards for side-line purposes. Playing cards do not represent a bulky or a perishable stock. A gross of decks bought today will be just as valuable (and perhaps even more so!) a year hence. In fact they offer about as *easy* and *convenient* a stock as possible to carry. Furthermore, playing cards do not add to the "overhead"—if anything, in their sales, they help the tobacconist to reduce *overhead.* The purchaser of a deck of cards seldom even asks to have "the purchase wrapped up." And the sale is always a cash transaction. Moreover, the cigar dealer carrying a stock of playing cards can add a profit now and then when furnishing his list of clubs with the usual cigars for meeting and entertainment purposes by getting an additional order for playing cards to be used in connection with such gatherings, also whist parties.

In the very fact that *every* customer is a possible prospect for a pack of playing cards, the tobacco dealer has an opportunity in adding this line, of increasing his profits even if by only a few dollars per month. And in these days of high costs every cent of additional revenue is well worth while. An original investment, say in a hundred decks, does not require the "tying up" of very much capital, but on the other hand *increases* both the *income* and *profits* of the store while also adding *service.*

Of course, there is no soundness in adding such a line unless the dealer intends to advertise the fact to his customers in some way or another. Merely stacking the cards on a rack in the *rear* or adding a few packs in the case is not enough. The fact that *you* have such a stock on hand should be well driven home to all who enter your store and this can be done without any further expense to mention.

A window display, for example, can be nicely arranged for this very purpose and so not only *advertise* this added line, but also lend refreshment to your window. After a few weeks' exhibit of just pipes and cigars, a display of playing cards will prove a novel departure that will further liven the glances directed at *your* windows. The following lay-out can be used by almost any dealer in an effective manner and its arrangement does not call for the expert services of a window trimmer.

On a square piece of dark cardboard, or a piece of cardboard covered with dark cloth, a circle of playing cards should be arranged to represent a clock face. That is, the first and uppermost card would be an "ace"—the next a two—then a three and so on, allowing the court cards to represent the hours "11-12" in the jack and queen. Fastened from the center of the "card clock" should be two clock hands cut or shaped from paper or cardboard and pointing any time at all just so long as a clock effect is produced. Then above or to the side of this sign can be added:

> Many good ***hours*** and many good ***hands*** can be made fine use of with a pack of these good quality cards.

Arranged about this clock-and-sign arrangement should be a few specimen packs of cards along with their prices.

The cigar dealer handling cards and wishing as a means of change to devote several displays to this purpose can adapt the following idea which in effect can be extended to a series of exhibits. As some dealers have two windows, one could be devoted to this series of card displays and the remaining window to the main line of goods.

The object of the card series display is to illustrate the various popular games that can be played with cards and still have a different exhibit for each game. The first exhibit might be devoted to "bridge whist." This can be attractively accomplished by arranging a bridge of cardboard on which cards are strung across, the piers being formed with decks piled one upon another. Such a cardboard over-piece can be easily made and the individual cards comprising the "stretch" fastened up by being inserted in a series of slits which will prevent the cards from being damaged. Other bridge effects can be arranged with the sealed decks themselves while a third way of bringing this about is by means of a skeleton wooden frame. However, the accomplishment—simple or elaborate—the point can be illustrated first in the "card bridge," which gains the attention—second, in the cards which in this novel way are impressed on the spectator as being for sale and third in this sign:

> You can ***bridge over*** many happy hours by playing Bridge Whist. Arrange a game for tonight and buy a new pack of cards here just for better luck.

The second sales illustration in such a series can be based on the game of "solitaire." This card pastime can be strikingly displayed by making a circle of

(Continued on Page 16)

Two Hundred and Seventy-Six Million

Manila Cigars imported into the United States the past year amounted to 276,000,000, a gain of 52,000,000 over the previous year.

The **Manila Business** has increased at the rate of **50,000,000** a year since the trade was reorganized and the Philippine government guarantee stamp was affixed to boxes containing Manila cigars.

And **Importers, Jobbers and Dealers** engaged in the trade know the reasons for this phenomenal gain.

Smokers Like Them **There Is Profit In Them**

List of manufacturers and distributors on application

MANILA AD AGENCY

CHAS. A. BOND, Mgr.

609 West 127th Street, New York

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

CIGAR BULLETIN

The Shortage Of

WAITT & BOND BLACKSTONES

and

WAITT & BOND TOTEMS

will be ended soon. Our production facilities are being expanded tremendously to handle the national demand for these hygienically-made popular cigars.

WAITT & BOND, INC.
Newark, New Jersey

Advertise in "The Tobacco World"--It Pays!

(*Continued from Page 14*)

card decks, either flat on the display-window flooring or in an upright position, by having the packs fastened onto a background of cardboard. In the center this sign following should be fitted, the wording being painted on a circular piece of cardboard:

SOLITAIRE

The game of SOLITAIRE—like the stone—to be enjoyed should be tried in a good setting, a quiet one preferred. You have merely to choose from this ring for your SOLITAIRE for tonight.

Further exhibits to complete the series can be devoted to other games, such as a windowfull of cut-out "hearts" for the card game by that name, and a few good *heart hands* spread about—poker can be illustrated with *poker hands* and the sign in connection with the display supported by two or three stove pokers—while "set back" can be used as a basis for a window display in a sign reading like the following, such a sign being held in place by several wires upon which are fastened a row of cards ali leading to a neat pyramid of card decks slightly set back in the window:

SET BACK

A wonderful old fashioned card game that despite its name really SETS YOU AHEAD in the joy it gives. A pack of cards for this game will only SET YOU BACK 45c.

Along with these illustrations if any small printed rules about the games can be secured and given away the sales will be enhanced so much more. All references to gambling should be omitted, even though they might for the most part be well accepted, but as the only objection anyone has to playing cards is based on their suggestions for gambling, in order to retain the good will of the public the cigar dealer might do well to avoid this feature.

Many other combinations can be worked up including displays of books on card games, and decks leading from the opened pages of the books to signs inviting purchase of same. Novel backgrounds can also be worked up by writing to card companies and securing a set of one kind of cards—*aces* for example. A whole curtain of aces at the rear of a window would make a most compelling exhibit.

Such displays should, of course, be backed up with a neatly arranged stock in the interior of the store, and it is always well to have one or two packs broken open for examination to prevent customers from breaking the seals on new packs for inspection purposes. An excellent help is to neatly paste on a sheet of cardboard a specimen of each *card back* so that the customer can choose the design preferred from this sample display without unnecessarily breaking another pack. The store salesmen should be instructed regarding the prices and by keeping alert for possible sales another source of revenue can be added to the store which, with the slightest effort, should, at least, pay the electric-light bills in the new profits so created.

Tampa Packers Strike

Tampa, Fla., November 10.

THE cigarmakers refused to call out the cigarmakers in three factories to support the packers and pickers' demands that these factories pay the new scale to girls with whom they have replaced the men, and today the entire cigar industry is tied up with the cigarmakers virtually locked out by the strike of the packers and pickers, who quit work in every factory in the city last week.

The pickers and packers say they have no grievance against the manufacturers of the city except the three who are not paying their girls the full scale. They struck in all the factories for the purpose of compelling the cigarmakers to call out the three factories in question, and as soon as the cigarmakers call out the three factories, the packers will return to work, thereby opening the factories for the cigarmakers.

Efforts to bring about a settlement have been to no avail, the pickers and packers holding steadfast that nothing can bring them back to work but the calling of a strike against the three "unfair factories."

The battle between the packers and the cigarmakers had its inception when the packers refused to walk out several weeks ago to support the cigarmakers' strike. It is the first time the packers have struck and left their posts in several years.

Boycott Still Effective

The boycott against merchants—or the don't buy movement—as inaugurated three weeks ago by the subsistence committee of the cigarmakers, is still powerfully effective, and local merchants, claiming there is nothing they can do to reduce prices, say the merchants in the Latin sections which depend on the cigarmakers' trade are facing financial troubles.

The Central Trades and Labor Assembly has endorsed the don't buy movement and asked all locals affiliated to take similar action, but the Building Trades Council has rejected the movement, and the serious aspects of the situation have not as yet invaded the down-town stores.

The subsistence committee has rejected offers of the merchants interested to pay the expenses of several cigarmakers to other southern cities to compare Tampa prices with those in other cities, also the offer to pay the expenses of business experts from another city to come here and investigate charges that local merchants are profiteering. The cigarmakers say that they want a 50 per cent. reduction in prices or the movement stands and will be enforced.

Speaking of internal trouble which existed in the W. D. C. factory, the "Pipe Organ," of Wm. Demuth & Company, says: "Just as one bad apple may spoil a barrel of apples or a teaspoonful of vinegar sour a gallon of the best wine, a few disturbers may temporarily disrupt the best organization." The trouble is over, and it is to be hoped that the good apples will keep away from the rotten ones.

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

TOPIC
HAVANA CIGARS
10 cents and up

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" eight cent cigar two for fifteen cents

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

HELMAR
TURKISH CIGARETTES

EVERY mail brings us the strongest voluntary indorsements of Helmar.

Not because they are Helmar—but because Helmar is 100% pure Turkish Tobacco—the Mildest and Best tobacco for cigarettes.

"Bundle" cigarettes, to be sure, contain a "dash" of Turkish—but a "dash" of Turkish, compared with 100% pure Turkish, is a joke.

We are talking plain but it's the Truth.

15¢

Amargyros
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $4 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BUBBLES:—41,396. For cigarettes only. October 17, 1919. Jno. J. Bagley & Co., Detroit, Mich.

TORRES & RECO:—41,397. For cigars. October 9, 1919. T. R. Menke, Tampa, Fla.

BETTY GARCIA:—41,400. For all tobacco products. October 24, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

HENRY ALDEN:—41,401. For all tobacco products. October 23, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

BESGRADE:—41,402. For all tobacco products. October 22, 1919. George Schlegel, New York City.

MI CORETO:—41,403. For cigars. October 25, 1919. Jacob D. Cohen, New York City. Trade-mark claimed to have been in use for about thirty years by Deutsch Bros., Brooklyn, N. Y., from whom title was derived by registrant on October 24, 1919.

GALLAGHER'S GALMAR GRANDE:—41,404. For cigars, cigarettes and tobacco. October 27, 1919. Geo. N. Gallagher, New Orleans, La.

GARCIA LA IMPROVIDO:—41,406. For cigars. October 29, 1919. Solomon Rosen, New York City.

AZ-U-WUR:—41,407. For cigars. October 25, 1919. John M. McCoy and James J. Buccalo, New York City.

MONT REX:—41,408. For cigars, cigarettes and tobacco. October 27, 1919. Block Cigar Co., Little Rock, Ark.

9-C:—41,409. For all tobacco products. October 28, 1919. Yocum Bros., Reading, Pa.

10-C:—41,410. For all tobacco products. October 28, 1919. Yocum Bros., Reading, Pa.

WETSTONE:—41,411. For cigars. September 4, 1919. H. Edward Wetstone, Hartford, Conn.

BANK BALANCE:—41,413. For all tobacco products. October 29, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

ELGIN SIX:—41,417. For cigars. September 11, 1919. Orlan L. Therrien, Elgin, Ill.

SUNSHINE HIGHWAY:—41,418. For cigars. October 29, 1919. F. W. Moeller, Parkston, S. D.

TRANSFERS

LA MEDEA:—16,264 (Tobacco World). For cigars, cigarettes and cheroots. Registered September 23, 1908, by Calvert Litho. Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., October 18, 1919.

MARAVAL:—16,265 (Tobacco World). For cigars, cigarettes and cheroots. Registered September 23, 1908, by Calvert & Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit.

DON GARCIA:—12,070 (Trade-mark Record). For cigars. Registered September 12, 1892, by Geo. S. Harris & Sons, Philadelphia Pa. Transferred to United Cigar Mfrs. Co., New York City, in September, 1897; re-transferred to R. L. Rose & Co., Providence, R. I., June 12, 1915, and re-transferred to William F. Allen, Providence, R. I., October 15, 1919.

SAKARA:—16,428 (Tobacco World). For cigars, cheroots, stogies, chewing and smoking tobacco. Registered October 15, 1908, by American Litho. Co., New York City. Transferred to Rigby-Schaefer Co., Dayton, Ohio, February 15, 1915, and re-transferred to The Commercial Leaf Tobacco Co., Dayton, Ohio, December 4, 1918.

OZALMA:—21,552 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 6, 1911, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to J. Barreas & Co., Brooklyn, N. Y., October 31, 1919.

AMUR:—4,106 (Trade-Mark Record). For cigars. Registered June 29, 1887, by George Schlegel, New York City. Transferred to Chicago Box Co., Chicago, Ill., November 1, 1919.

RAIN CHECK:—41,169 (T. M. A.). For all tobacco products. Registered June 9, 1919, by George Schlegel, New York City. Transferred to Chicago Box Co., Chicago, Ill., November 1, 1919.

MALISE:—19,530 (Tobacco World). For cigars, cigarettes and cheroots. Registered January 22, 1910, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to S. Bruno & Co., Tampa, Fla., November 5, 1919.

Notes and Comment

The Pottsville Tobacco Company has been incorporated at Pottsville, Pa., with a capital stock of $100,000 to engage in the wholesale tobacco business.

The cigarmakers of Tampa remind one of the old saying: "Off again, on again, gone again, Harrigan." And yet Tampa is supposed to have a mild and restful climate.

The firm of Chaffee & Company, Incorporated at Syracuse, N. Y., with a capital stock of $150,000. The incorporators are A. B. Chaffee, George E. Bronson and Herman Sessler.

In addition to their other factories in New York and South Amboy, E. Popper & Company, have opened a cigar factory in Allentown, Pa., which will have an output of about 70,000 cigars a day.

In August the United States imported matches amounting in value to $70,490, and exported matches amounting to $60,885. But the people who got the American matches were three-to-one winners.

In Boston, Dankner Brothers have sold both of their retail stores, and Bearse & Hannington have sold their retail store and formed the firm of Dankner, Bearse & Hannington, who will conduct a tobacco jobbing business on Sudbury Street.

Blakeslee-Snyder Company, of Buffalo, N. Y., have changed the firm name to Blakeslee-Snyder-Gardiner, Incorporated. Mr. J. R. Gardiner has been an important factor in the wholesale cigar business in the Buffalo section for several years.

Vice-Chancellor Backes has granted a final restraining decree against about one hundred individual defendants named in the bill filed some time ago, charging acts of molestation and interference with employees of the I. Lewis Cigar Manufacturing Company, of Newark, N. J.

The "cigar shortage" is not in cigars generally, but in the brands that by advertising have made their trade-marks a guarantee of quality. There are plenty of cigars, and salesmen introducing new brands find the same difficulty as ever in placing them, especially in the more expensive grades.

A gentleman from Georgia says the labor situation in the South reminds him of this story:

A negro applied to a cotton plantation manager for work.

"All right," said the manager, "Come in the morning and I'll put you to work and pay you what you are worth."

"No, suh, I can't do that," replied the negro. "I'se getting mo' dan dat now."—"Pittsburgh Chronicle-Telegraph." (So were a lot of the cigarmakers who struck for more.—Ed.)

Christmas Chimes on the cash register!

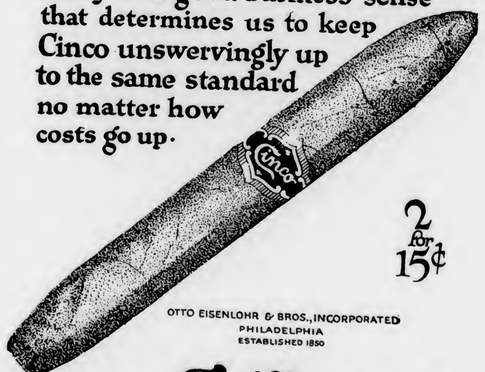
LAY in your stock of Christmas-wrapped Prince Albert pound crystal glass humidors and be among those present at the quick-turnover-jubilee! For, just as sure as this classy package of pipe and cigarette packing makes a smoker's Merry Christmas merrier, so does it put a healthy holiday spirit into your cash register!

In practically every national publication is the cheerful story of what joy Prince Albert hands out around the Yule log. That means that more folks are going to get hunched to the happy fact that the pound crystal glass P. A. humidor with its sponge moistener top, stretches the Christmas morning humor into a long spell of smoke satisfaction.

Tog up your counter with these Prince Albert humidors all bedecked in holiday duds! Then give your customers the P. A.-for-Christmas-carol, and start bells ringing on a Christmas blizzard of quick turnovers!

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.



2 for 15¢

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919
REGISTERED IN U.S. PATENT OFFICE

Register Your Brands

A RECENT decision of the United States Supreme Court in the case of the United Drug Company vs. Rectanus is of the utmost importance to those interested in the proper protection of trade-marks.

The decision emphasizes the importance of securing property right in trade-marks and the further protection by individual State registration in the various States.

The decision points out that it is the duty of every manufacturer to investigate every market in the United States, to make proper search in the United States Patent Office and in the proper office in each State.

Above all, the manufacturer is warned to make search in the trade papers, to discover adverse use of the trade-mark if possible, before it is adopted.

In most cases the registrations of brands and trade-marks in the various trade papers of the different industries far exceed those registered for that trade or industry in the United States Patent Office.

The first place to apply for a title or trade-mark in the cigar, cigarette and tobacco industry is to the Tobacco Merchants' Association Registration Bureau, 5 Beekman Street, New York. This bureau represents a combination of the registration bureaus of the tobacco trade papers, and is as near complete as it is humanly possible to keep it.

All sorts of difficulties and expenses in connection with titles and brands in the tobacco trade can, in most cases be avoided if use is made of the trade registration bureau.

CIGAR DEALER GIVES PREMIUMS

M. B. Butler, Incorporated, 109 Falls Street, Niagara Falls, N. Y., wholesalers and retailers of cigars, are premium users. In order to hasten the sales of certain brands of cigars and other tobacco products, they offer, on a certain day, with certain brands of cigars, mostly of their own make, a good cigar case or cigar cutter or cigar lighter with a purchase of five cigars. With larger purchases, a raincoat or some other useful premium is offered.

Their premium plan has secured for them a large number of new customers and H. M. Smith, manager of the cigar department, reports that the premium is a wonderful trade stimulator. They propose to go after business through the medium of premium-giving in a larger way than ever before, from this time on.—"The Novelty News."

UNITED TO RAISE CIGARETTE PRICES

Beginning November 17, except in New York, Boston and Philadelphia, the price of packages of twenty in the following cigarettes will be raised by the United Cigar Stores Company to nineteen cents per package: "Camel," "Sweet Caporal," "Favorites," "London Sports," "Lucky Strike," "Piedmont," "Sovereign," "Chesterfield," "Perfection" and "Relu."

A. J. BENAIM DEAD

A. J. Benaim died at his home, 435 West 123rd Street, New York City, on October 15. Mr. Benaim began to manufacture cigarettes in New York in 1866, and was well and favorably known in the cigar and cigarette trade for forty-five years. He retired from business about fifteen years ago.

OFFICERS ELECTED BY SALESMEN

Herman Goldwater, of the E. H. Gato Cigar Company, was elected president of the Tobacco Salesmen's Association at the annual meeting held in New York on Friday evening, November 7.

The other officers elected were: First vice president, William Sam, of the General Cigar Company; second vice president, Albert Freeman, of S. J. Freeman & Sons; financial secretary, Leo Rieders, of Carnel & Gustow; recording secretary, Joseph D. Gans, of Gans Brothers; treasurer, Joseph Freeman, of S. Goldberg & Company.

The board of directors will consist of Joseph J. Ollendorff, of Havana-American Company; Asa Lemlein, of the E. H. Gato Cigar Company; Sidney J. Freeman, of S. J. Freeman & Sons; Leo M. Lehman, of Salvador Rodriquez and Joseph Martin, of Guerra, Diaz & Company.

Joseph J. Ollendorff and Joseph Dublon, of E. M. Schwarz & Company, were elected delegates to the Tobacco Merchants' Association.

MISSOURI MEERSCHAUMS FOR FRANCE

The Missouri Meerschaum Company, of Washington, Mo., recently shipped a solid carload of corn pipes to Paris, France, the pipes being directed to the Knights of Columbus, who will distribute them among the soldiers overseas. The shipment amounted to more than a half million pipes. Placed end to end the stems of these pipes would reach in the neighborhood of one hundred miles, and tobacco enough to fill these pipes for one time would cost approximately $3780.—"Western Tobacco Jornal."

TOBACCO PRODUCTS EMPLOYEES BALL

The employees of the Tobacco Products Corporation will hold their annual ball at the Palm Garden, East Fifty-eighth Street, near Fourth Avenue, on Thanksgiving Eve, Wednesday, November 26. An entertainment will be a feature of the occasion, and J. Brown's Jazz Band will furnish the music. The proceeds, which were given to the war fund a year ago, will be used to found a benevolent fund for the employees.

YOUR LITTLE WIFE

Who plans to make your future bright?
Your little wife.
Who cooks to tempt your appetite?
Your little wife.
Who tells her women friends that you
Are one grand husband through and through?
Who's the best girl you ever knew?
Your little wife.

Who pats your cheeks when you get home?
Your little wife.
Who smoths the thin hair on your dome?
Your little wife.
Who looks at you, her brown eyes clear,
And, snuggling to you, extra near,
Says, "This is pay-day, ain't it, dear?"
Your little wife.
—"Hussey's Little Traveler."

A New Standard

Sizes 10c to 15c

PRODUCT OF THE C. H. S. FACTORY

Famous as Creators of Exceptional Cigar Values

VAL M. ANTUONO

TAMPA, FLA.

LEAF MARKET JOTTINGS

IN Lancaster County it appears that the dove of peace has taken lodgings for a long stay, which it is to be hoped will not be disturbed.

After holding back a little to consider the crop, the buyers flocked into the market and took about seventy per cent. or more of the 1919 crop. By the time we go to press they expect to have the whole crop. York county was pretty well cleaned out by the 1st of November.

Prices have ranged from sixteen to twenty cents for wrappers, six cents for fillers and three or four cents for scrap. All sorts of crops, including inferior ones, have been snapped up.

Among the big buyers were: Eisenlohr's; Weill, of Petersburg; United Cigar Stores; Bayuk Brothers; I. Lewis Cigar Company; Bloch Brothers; Lorillard, and American Sumatra.

It is said that Bloch and Lorillard have been paying eleven to twelve cents through.

Local packers appear to have been slow in their purchases, and it does not appear probable that they will be able to acquire very considerable holdings.

In view of the situation, a recent address by the secretary of the Lancaster County Tobacco Growers' Association, advocating the formation of packing companies by the growers will be laid on the table for future consideration. It would seem to an outsider that tobacco, like many other products, calls for a division of labor and a community of interest.

The grower has other crops and interests. Most of them grow crops and market them, and are done with them, and a few more thousands in bank to invest in bonds and automobiles. The packing business and manufacturing business are beyond the growers' knowledge or experience, or capital resources.

Anyway, when the buyers scoop up the whole crop at a good price, there is no room for a kick or occasion for a combination.

***

In the South the tobacco market is crowded, and prices are sky high and sailing toward the moon. Witness a brief item from the Planters' Warehouse, at Ayden, N. C., of a sale of 925 pounds of tobacco which sold for $939.84, prices ranging from 80 cents to $1.20 a pound.

At Winston-Salem a million and a half pounds sold for $823,261.40, or a fraction less than 54 cents a pound, and a couple of million more at 52 cents to 55 cents. The highest price ever paid on this market was when 626 pounds sold for $633.50, an average of $1.03 a pound.

Up to November 4 the Winston-Salem market had sold about 22,000,000 pounds of tobacco. Last season the market sold 41,000,000 pounds, and conservative estimates of this year's sales are from 33,000,000 to 36,000,000.

Rocky Mount, N. C., has sold 14,000,000 pounds for an average of $47.26. Present prices average $62. Greenville, average, $60; Mt. Airy, $70.

Richmond, Va., quotes a sale at $68.33; Danville, $57 a hundred; Drakes Branch, $40 to $55; Petersburg reports heavy sales and best grades averaging $55; South Boston, average, $56 and over; Lynchburg, darks predominating, averaged $21. Quotations: Lugs, common, $15 and $19—good, $18 and $22; short leaf, $18 to $25—good, $25 to $35; dapple, $20 to $37; wrappers, $30 to $37.

***

In Wisconsin the situation was very similar to that in Pennsylvania. Most of the attractive binder leaf of the 1919 crop in the northern section was cleaned up in a week, and about fifty per cent. of the northern leaf.

The greater proportion of the tobacco unsold is of a different type and some hail cut. Part of it was bought at eleven to fifteen cents. The better binder crop brought twenty-five cents to a high level of thirty-five cents for exceptional binder values.

In southern Wisconsin the buyers and growers have had no difficulty in coming to terms. The prices have been attractive for the right kind of binders. Prices range from twenty-two and eight to twenty-six and eight on a number of reported sales. East of Edgerton, according to the "Wisconsin Tobacco Reporter," a number of crops were contracted for at twenty and five. North and Northwest at twenty-five, twenty-seven and up to thirty cents.

***

A few quotations are coming from the Connecticut Valley. Five crops are reported sold recently for 40 cents a pound, for a fine quality of leaf. Another crop was sold for 50 cents. The price of Connecticut-grown tobacco has advanced from 16 cents in 1909 to 44 cents in 1918, and this year's average is estimated at 50 cents. The East Windsor Tobacco Growers' Association has sold one crop for 47½ cents, another for 52 cents, and a third for 50 cents.

The American Sumatra Tobacco Company has bought a score of tracts in Connecticut and Massachusetts, the property deeded amounting to over $200,000 in value.

Growers of shade leaf from samples of a portion of the crops in the warehouses, pronounce this year's crop the best grown in several years. They do not expect buying of the new crop on a large scale to start before the 1st of January, as buyers prefer to see the new crop in the bundle, when a definite price can be established.

The Universal Question -Answered

TODAY, in more than a thousand factories, cigar manufacturers are answering that big dollar question by operating

The Universal
Tobacco Stripping and Booking Machine

About four thousand "Universals" in factories using from one to four hundred each are cutting down costs and speeding-up production.

Ask today for a demonstration of the "Universal" in your factory and with your own tobacco.

Catalogue and Price List on Request

Universals save stock, save wages, save space.

Universals increase production, quality and satisfaction.

One Universal does the work of up to three hand-strippers.

The Smooth stock, ready "for work", means 35 to 50 more cigars a day, from each man.

Hand-stripping means loss through scrap. Universal saves most of this scrap.

Universal Tobacco Machine Company
79 Fifth Avenue, New York
Factory, 98-104 Murray Street, Newark, N. J.

TRADE NOTES AND NOTICES

H. L. Judell & Company, 225 North Front Street, San Francisco, Cal., are placing some very attractive page and column advertisements of the "Watt Cigar" in the California and Pacific Coast papers.

S. Monday & Sons, of New York City, have purchased the interest of M. Balis, in the B. & A. Cigar Factory, at 306 Cherry Street, Philadelphia. The factory will continue to operate as the B. & A. Cigar Company.

A new enterprise in this city, the Progressive Cigar Company, Incorporated, has begun operations at 1207 Race Street. The capital stock is $100,000, and the company is composed of Max Lipshutz, Morris Cravis, A. Margolis and Samuel Craydor.

R. P. Moncrieff, honorary statistician to the British Anti-Tobacco and Anti-Narcotic League of Manchester, England, says that the nation that smokes perishes. According to that, all the nations are going to perish and the cranks will inherit the earth.

According to the sales of revenue stamps in the Lancaster district, 20,655,341 cigars were manufactured in the city and county in October; 19,673,480 in September, and 21,795,365 in August. The production of cigars selling for more than ten cents was far above the average.

Rudolph Finzer, who died recently at Louisville, Ky., aged seventy-six years, was the last of five brothers who founded the Five Brothers factory, one of the largest factories south of the Ohio River when it was taken over by the American Tobacco Company about twelve years ago.

The General Cigar Company, of New York, has acquired the factory building in Cincinnati formerly occupied by the Quality Cigar Company. The output of the factory was about twenty-five million cigars a year, and the production will be augmented by several millions, devoted, it is said, to the production of "White Owl" and "Robert Burns" cigars.

The importations of licorice for the eight months of the calendar year ending August 31 were 32,196,917 pounds, a gain of nearly 11,000,000 pounds over the corresponding period in 1918, and 10,000,000 pounds over the same period in 1917. The price of the commodity has more than kept even with the rise in all other articles of both imports and exports. The value of the 22,369,251 pounds imported in 1917 was only $944,173, while that of the 32,196,917 pounds brought into the country during the eight months of this year reached a value of $2,755,640.

An increased percentage of women workers is noted in New England tobacco warehouses, and they are said to average from $3.50 to $4 a day.

The Parker-Gordon Cigar Company, announces a very large and rapid increase in the sale of Manila cigars in Kansas City and adjacent territory.

A dispatch from Lancaster County as we go to press says that farmers are refusing twenty-one and twenty-two cents, and are obtaining twenty-five cents for wrappers in many cases.

The Burley Tobacco Company, of Cynthiana, Ky., has been organized with a capital stock of $75,000. The officers are: President, Clarence Le Bus; vice-president, J. B. Berry; secretary and treasurer, B. R. Myers.

The X Cigar Company has been organized in Grand Rapids, Mich., with a capital stock of $100,000, by the former associates of the G. J. Johnson Cigar Company. It is thought that they will act as distributors of the brands of a lately organized consolidation.

An exchange says that Frankel, Gerdts & Company, of San Francisco, recently voluntarily accorded their cigarmakers the highest rate paid in the United States. The cigarmakers have asked for an additional raise. Readers can make their own comments.

The China-American Tobacco and Trading Company, it is rumored, is planning to start two plants for the manufacture of cigarettes for the export trade, one in New York and the other in North Carolina. The company is said to have an ample stock of tobacco on hand.

The West Kentucky and Indiana Loose Leaf Warehouse Association has been organized at Hopkinsville, Ky., by representatives of fifty-six loose floors of the dark tobacco district, which includes the territory between Green River and the Mississippi. The officers are: President, R. E. Cooper, Hopkinsville; secretary-treasurer, C. B. Stafford, Clarksville, Tenn.; attorney, James Breathitt, Jr., Hopkinsville.

One of the important features of the Seventh National Foreign Trade Convention, to be held at San Francisco, Cal., May 15-20, 1920, will be the world conference of American foreign traders, according to preliminary announcements just mailed to American firms represented at previous conventions. Three special steamers, chartered for the accommodation of delegates from abroad, will be provided for the ports on the Pacific Ocean. Another steamer starting from New York, will go by way of the Panama Canal.

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

For Gentlemen of Good Taste
San Felice
2 for 15c
The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
DEPT. A

EL ROI-TAN

NEMO ME IMPUNE LACESSET

PERFECT CIGARS
SOLD EVERYWHERE — GOOD ANYWHERE

Patents Granted In Tobacco and Related Lines

1,315,209. Mouthpiece for Cigars. Angelo Cascia, New York, N. Y., patentee.

A mouthpiece for cigars, composed of a combination of a cap of porous composition conforming with and adapted to envelop the end of a cigar and adapted to be permanently affixed to the end of a cigar, and containing as an ingredient a substance soluble to heat and moisture, with a rearward perforation for passage of smoke and means for affixing mouthpiece to a cigar.

1,315,838. Cigarette Maker. Charles E. Hopkins, Washington, D. C., patentee.

In a cigarette-forming device a barrel having a closed end provided with an opening, a packing tube in the barrel designed to have arranged there around a paper cartridge, one end of which being bent inward over the end of the packing tube, means for locking the packing tube to the barrel, a rod arranged centrally through the packing tube and passing through the closed end of the barrel, said rod having its outer end headed, and means for locking the rod to the barrel when the head thereof has been brought into the tube a predetermined distance.

1,315,925. Machine for Waxing Sheets of Cigarette Paper. Georges Gascard, Paris, France, patentee.

A machine for waxing sheets of cigarette paper, comprising a rotary cylinder, a blanket of yielding material adapted to convey the sheet to be waxed and provide a yielding supporting surface behind the latter during the waxing operation, and waxing rollers adjustably mounted and rotating with a peripheral velocity greater than that of the said cylinder and exercising friction on the sheet of paper and simultaneously applying the wax.

1,316,054. Tobacco Machine. John O. Morris, Washington, D. C., patentee. Patent assigned to Acme Stripping & Booking Machine Company, New York, N. Y.

In an apparatus of the character described, in combination, a stemming mechanism comprising a stripping device and stem gripper mechanism adapted to reciprocate toward and from the stripping device, a stem-butting mechanism operating synchronously with said stemming mechanism, comprising a rotatable butting member mounted to reciprocate toward and from the material to be butted, means to hold the material in butting position and means for automatically transferring the butted material to the stemming mechanism.

1,318,776. Cigar-Wrapper Cutter and Rolling Table. Bernard Liberman, Philadelphia, Pa., patentee.

In a cigar-wrapper cutter and rolling table, the combination of a vertically movable die, means forming a suction chamber and a valve associated therewith, means for simultaneously actuating the die and the valve comprising an operating member and connecting mechanism and adjustable means connected therewith for regulating the range of movement of the valve relatively to the die.

1,318,777. Means for Bunching Cigars. Bernard Liberman, Philadelphia, Pa., patentee.

In combination with a bunching table and a bunching apron substantially parallel strips flanking the apron and adjustably secured to the table and having extensions projecting into the bunching pocket, each strip and extension having a straight and continuous upper outer margin.

1,316,056. Tobacco Cutter. James H. Otto, Beeler, and Edward C. Young, Wallace, Idaho, patentees.

In a tobacco cutter the combination with a base provided with a chambered enlargement, the chamber of which being adapted to receive water or the like, guides rising upwardly from the end walls of the chamber, members secured to the upper faces of the longitudinal walls of the chamber and having spaced wiping jaws, thereby providing a slot for the reception of a severing member.

1,316,343. Smokers' Implement. Frank P. Williams, Detroit, Mich., patentee.

A smokers' implement comprising a pair of semi-tubular members in telescopic relation in which the half tubes may lie together or one be inverted to form a closed tube, one of which is provided with a neck and the other of which has a capped end, the said neck serving to hold a smoke-holder.

1,316,371. Cigar-Bunching Machine. Bernard Liberman, Philadelphia, Pa., patentee.

In combination with a bunching table an apron, parallel forming strips adjustably secured to the table and flanking the apron, and having surfaces inclined from their outer margins downward toward their inner margins to a line flush with the apron and forming in combination with the apron a continuous rolling surface.

1,317,223. Cigarette and Cigar Case. Frederick S. Russell, Glasgow, Scotland, patentee.

A cigarette and cigar case, including two half sections hinged together, a cigarette-carrying frame for one section, such cigarette frame being pivoted to the section, so as to be mounted for rocking motion and a resilient band having its ends secured to the sides of such section and extending above the pivots.

1,316,472. Combined Stem, Pipe and Cigar Holder. John Adams and Benno Schaeffer, Hoboken, N. J., patentees.

In combination, a pipe stem having a tapering end, a mouthpiece provided with an elongated, threaded tapering portion, a tapering cylindrical sleeve having flaring hollow portions formed at the ends thereof, the inner portion of the cylindrical sleeve beyond its center short and threaded for the reception of the tapered portions of the mouthpiece on one side of its center and of said stem on the opposite side of its center.

1,316,830. Cigarette-Making Machine. James G. Chalmers, Vancouver, British Columbia, patentee.

In a cigarette-making machine, a casing adapted to contain a packet of cigarette papers and divided thereby into two compartments, the rear one of which forms a container for tobacco, a longitudinally movable apron connected within the front compartment, one end of which is adapted to be laid on top of said packet to receive a flat paper on which tobacco is deposited by the inversion of the machine.

1,317,349. Cigar Container. Lawrence L. Campbell, Pretty Rock, N. D., patentee.

In a container, the combination with a container body for the reception of tiers of cigars, a plurality of pliable connections between one end of the container body and the cigars of one tier, each connection being individually connected to a cigar, by which it may be moved without disturbing or injuring the wrapper of the adjacent cigar.

[Full details and specifications of the foregoing patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing five cents for each. In ordering give number of patent only.]

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves initial cartage.

J. W. CONKLIN
One Broadway, New York City

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Cork Tips **Cork Bobbins**

BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"This is the Life Cigarettes"

The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the tang of Chocolate
FRAGRANT DELICIOUS
Life
CIGARETTES

EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

Superb Havana Cigars

Antonio & Cleopatra

MADE IN
TAMPA, FLA.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

New Express Packing Rules

CIGAR manufacturers and jobbers will be interested to learn that effective December 10th, new express packing rules will radically change many of the previous regulations for preparing shipments for movement by express.

The new requirements have just been approved by the United States Railroad Administration, for which the American Railway Express Company acts as agent.

Among the chief features of the new requirements is the rule which will make it necessary for shippers to use containers of a wood or fibreboard, pulpboard or corrugated strawboard of a specified test strength for all shipments over twenty-five pounds.

This means that hereafter paper-wrapping will only be permitted for packages up to the twenty-five pound limit.

Shippers who wish to acquaint themselves with the new express regulations are requested to study Supplement No. 5 to Express Classification No. 26, in which these rules are embodied, and copies of which may be secured at any express office.

A GREAT TESTIMONIAL!

The other day the publisher of a trade paper here in Philadelphia opened a letter and found enclosed a check made payable to him personally. The letter accompanying the check stated that the company had just ended its fiscal year and had given bonuses to all its employees. They felt that there was no one more deserving of a bonus than the editor of a trade paper. For what he had done and for what he was trying to do, they enclosed their check as a token of their goodwill and appreciation. The check was drawn for $1000.

The Dittgen Paper Goods Company, of Cincinnati, are making a great struggle to fill their customers' orders despite many difficulties that they are experiencing in securing raw materials.

Aaron Straus, president of Celestino Vega & Company, mourns the fact that lack of production keeps the unfilled order file in a bloated condition. Well, the mark of a good firm these days seems to be a daily batch of telegrams crying for cigars.

Revised figures of the Dominican tobacco crop show a decrease, according to consular reports. The low yield is due to long dry spells, so that the crop will be under the average in quantity and quality. The bulk of the crop will bring very low prices.

The Bradley-Preston Tobacco Company of Louisville, Ky., has been incorporated with a capital stock of $50,000. The concern will engage in the manufacture of tobacco.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE
"BULL" DURHAM
TOBACCO
10c

© Guaranteed by
The American Tobacco Co.
INCORPORATED

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

May Advertise to Consumer

Washington, D C.

Reports just received at the Department of Commerce state that, in order permanently to establish Philippine cigars on the American market, the Philippine tobacco manufacturers' associations are urging the bureau of internal revenue of the island to start a national consumer's campaign in the United States under the auspices of the insular government.

For every shipment of 1000 cigars to the United States, the Philippine exporter pays a tax of 30 centavos (15 cents). When the law providing for this collection was passed, it was with the understanding that when a sufficient amount had been collected it was to be used for the advertising of Philippine cigars in the United States. Now that the sum of $150,000 has been collected it is thought best that it should be utilized for the purpose for which it was originally intended.

Mr. and Mrs. Jacob Levy announce the birth of a daughter on October 20th. Mr. Levy has an important position with the Metropolitan Tobacco Company, 22-34 Fourth Avenue, New York.

Louis H. Opperman has sold his retail cigar business at Johnstown, Pa., and will continue in business as a wholesale cigar and tobacco dealer. His new headquarters will be on Washington Street.

John Theopolis of Pottsville, Pa., and J. Steckroth, former salesman for the Scranton Tobacco Company, have organized the Pottsville Tobacco Company and will wholesale cigars, tobacco and cigarettes.

The Harrigan-Penrose Cigar Company, Inc., of Buffalo, N. Y., has been dissolved. Mr. Penrose has acquired the interests of the other stockholders and the business will be continued under the name of James J. Penrose, with headquarters at 931 Main Street.

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BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
GATO
Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
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Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 5c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

STERN PATENTED
CIGAR CONTAINER
A most attractive package for 5 cigars
Manufactured exclusively by
Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality
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BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

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MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

IRREGULAR PAGINATION

Remember
LITTLE BOBBIE, a small cigar, but very high in quality —

Vest-pockets and mild Havana

VEST-POCKETS the length and breadth of the land rejoice in the fragrance of Robt. Burns' mild Havana.

A fragrance to be proud of, friends! For through the storm and stress of economic change, good Robt. Burns has kept steadfastly true to his high character.

Come what might, no liberties have been taken with his *full Havana filler*. The vigilant care in curing, which gives to that Havana its rare mildness, never for a moment was relaxed.

The result is a cigar of outstanding value. So plain is this fact to experienced smokers that the demand for Robt. Burns still grows by leaps and bounds.

General Cigar Co., Inc.
119 West 40th Street, New York City

PATIENCE

In spite of our best efforts we cannot at present supply quite enough Robt. Burns Cigars to meet demands. As rapidly as possible this condition will be remedied.

GENERAL CIGAR CO., Inc.

HAVE YOU TRIED ONE *LATELY?*

Robt. Burns Cigar

VOLUME 39 NO. 23

The TOBACCO WORLD

DECEMBER 1, 1919

BY PREPAID EXPRESS TO YOU ON 30 DAYS FREE TRIAL

The confidence we have in the WOLVERINE BUNCH BREAKER permits us to make this unconditional offer, to prove conclusively to you that it—

Price
$25.00

Reduces Labor Costs
Saves 35% of the Binders

If the machine is not entirely satisfactory return same to us, at our expense, and no questions will be asked.

Make Your Bunches The "Wolverine Way"

Write for our descriptive circular

WEST MICHIGAN MACHINE & TOOL CO.
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HARRY BLUM
Manufacturer of
THE NEW
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HAVANA CIGARS
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Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
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ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
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The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price
They are big sellers and fast repeaters. A box or two on your showcase will increase your business.
See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

MURAD
THE TURKISH CIGARETTE

THAT old-fashioned Turkish taste in Murad is one of its chief charms.
That old-fashioned Turkish taste is the result of 100% pure Turkish tobacco — and when a cigarette is made of Turkish tobacco it is made of the world's most famous tobacco.
There are other cigarettes — but no "others" like Murad.
It is true that "ordinary" cigarettes cost a trifle less.
Anargyros
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World
20¢
Judge for yourself-!

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

2 for 15¢
OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850
STICK TO Cinco -IT'S SAFE
COPYRIGHT, OTTO EISENLOHR & BROS., INC., 1919
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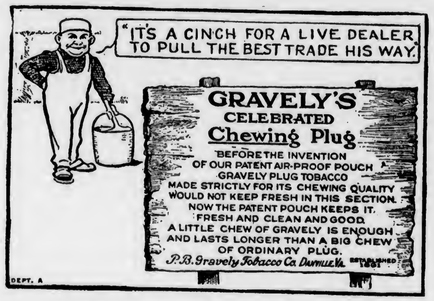
For Gentlemen of Good Taste
San Felice
2 for 15c
The Deisel-Wemmer Co.,
LIMA, O.


"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

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Advertising:
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Compels
and Anticipates

Advertising:
Creates
Strengthens
and Developes

Advertising:
Insures
Saves and
Makes Permanent

Utilize this power in building your own business. Advertise now. Take advantage of the great market which exists to-day at your door

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

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CIGAR SALESMAN with broad experience and following among the trade wishes to connect with manufacturer, preferably New York or Pennsylvania, where his knowledge is appreciated. Is willing to invest if increased working capital is required. Address Box 318, care of "Tobacco World."

FOR SALE

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

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WANTED—EXPERIENCED CIGAR FOREMAN FOR NEW JERSEY. State qualifications and experience. Also experienced packer foreman. Address Box 322, care of "Tobacco World."

WANTED

WANTED—CIGAR BANDS IN JOB LOTS. Prices must be close. Glenn Cigar Company, Red Lion, Pa.

WANTED—TO BUY THE OUTPUT OF A FACTORY in Pennsylvania making from 25,000 to 100,000 Class A cigars weekly. Will pay good profit. Address Box 320, care of "Tobacco World."

WILL BUY LARGE SIZE IRON MOLD PRESSES. Give particulars and price. Address Box 317, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

MANUFACTURER in the market for quantity of cheroot molds No. 4049. Write Box 321, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 39 — December 1, 1919 — No 23

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

It's toasted

Back to the desk after lunch

Light a Lucky Strike cigarette—the real Burley cigarette. The flavor of the Burley tobacco is developed and enriched by toasting.

LUCKY STRIKE cigarette

It's toasted. Try the real Burley cigarette. Buttered toast has flavor because it's toasted. Same with Lucky Strike Cigarette.

It's toasted

Open your package this way

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Guaranteed by
The American Tobacco Co.
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OF ALL DESCRIPTIONS

PACKERS & DEALERS
EXPORTERS & IMPORTERS

OUR OWN DOMESTIC AND FOREIGN PACKING PLANTS ENABLE US TO MEET ALL REQUIREMENTS.

P. H. GORMAN COMPANY,
INCORPORATED
21 EAST 40TH STREET
NEW YORK CITY

CABLE ADDRESS: REPUBACCO, N.Y.

TOPIC
HAVANA CIGARS
10 cents and up

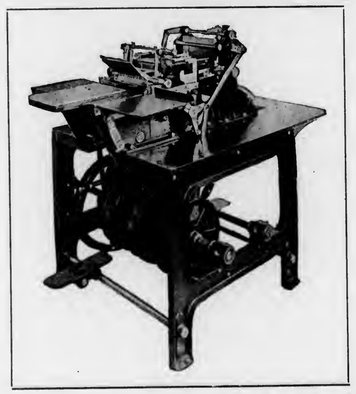
The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.

Makers of the famous "BOLD" eight cent cigar two for fifteen cents

Mechanical Facilitating Devices Have Proved Their Worth to Cigar Manufacturers
USE THIS

Automatic Long Filler Bunch Machine



Enables Manufacturer to Make Uniform Bunches With Unskilled Labor and Does NOT Require a Bunch Maker.

Two Inexperienced Girls Can be Taught to Operate This Machine and Should Become Proficient After a Few Days' Practice.

This Means a Greater Production and An Attractive Saving in Costs.

Easy and Inexpensive to Operate.

Adjustable to Light or Full Bunches.

Catalogue Sent Upon Request to Any Interested Manufacturer

Colwell Cigar Machine Co., Inc.
131 Washington Street **Providence, R. I.**

Volume 39

THE TOBACCO WORLD

Number 23

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, December 1, 1919 Foreign $3.50

All Tampa Factories Go To Work Again When Pickers and Packers Affiliate With International Union

THEY both win, but apparently the pickers and packers get the biggest part of the victory, and the J. W. Roberts & Son, the Val M. Antuono, and the Tampa-Cuba Cigar Company factories will open tomorrow morning, having signed every demand of the new local of the International Pickers and Packers' Union. These three factories have been out since the others went to work, when the joint advisory board granted the demands of the packers for calling out the three factories after ten days of general strike by the packers upon the cigarmakers' refusal to call out the three factories in question.

The Roberts, Antuono and Tampa-Cuba factories have been waging a battle for eleven days on behalf of thirty women pickers and packers they employ, and whom the pickers and packers' society (it was not affiliated with the union until Monday) first claimed to desire payment of the union scale -though later developments indicated the fight was for the elimination of these women from the trade. The factories' part of the victory consists of having forced the society into the international, which enables them to bring packers here from other cities in emergencies—something the local society has refused to countenance in the past. The society has refused to recognize international cards and, having had the manufacturers signed to a "closed shop" agreement, have run things in the picking and packing end in their own way.

It was the fifteenth before the pickers and packers convinced the joint advisory board—the executives of the four cigarmakers' unions—that it was either call a strike against the three alleged "unfair" factories or close up the industry. With cigars piling up and no packers working, practically every factory in the city was closed or about to close.

The pickers and packers' first victory was the agreement of the manufacturers to sign to pay the union scale to the girls. This was the original demand. But this did not satisfy. The joint advisory board urged that the packers accept the manufacturers' surrender, but to no avail. It then agreed—to save the remainder of the industry, it was stated, and to provide work for the cigarmakers—to call out the three factories.

Local authorities stepped in on the question of Americanism. Practically all the women being Americans and the evident desire to force them out of work coming from a Spanish society did not "sit well." The girls were gotten together and a local of the international was formed. They applied for a charter, which the joint advisory board—now the active allies of the Spanish packers—held up. The Spanish packers got busy and decided to apply for a charter itself, and the two applications went off, the Spanish application bearing the endorsement of the local board, and Monday the charter was granted.

With the Christmas season rushing on, orders piling up, finally the granting of assurances that the girls would be given a fair chance to affiliate with the union, Harry Roberts, Val M. Antuono and Ernest Berger last night signed the agreement of the new local and tomorrow the three factories will be open.

The fight ends the domination of the local industry by an independent organization, which is at outs with the cigarmakers half the time, for as a local of the international, not only will it have to recognize cards brought here from eastern cities, but it will have to work in co-operation with the joint advisory board—a condition which, had it existed when the strike was first proposed, would not have permitted the strike, as the board was first decidedly adverse to the action and only upon coercion did it call the strike.

G. F.

The Allied Tobacco League of America has been incorporated at Covington, Ky. Permanent offices will be opened in Cincinnati, Ohio. The officers are: President, W. D. Spalding; vice president, Charles B. Wittrock; treasurer, George E. Engel; secretary, Wm. S. Goldenberg.

Following an attack of pneumonia the youngest son of R. T. Tanner died last week. The boy was two and a half years old. Mr. Tanner, who is advertising manager of "Tobacco," is widely and favorably known in the trade, and his many friends sympathize with both Mrs. Tanner and himself over their loss.

NOTES AND COMMENT

The Farmers' Warehouse will be sold on December 6, at noon, at Danville, Va., at public auction, on the premises, Union and High streets, Danville, Va.

The Marshall-Brown Company has been established at Duluth, Minn., as wholesale jobbers of cigars and tobacco. Mr. Marshall has retired from the retail trade, and Mr. Brown is a widely known Minnesota cigar salesman.

At the annual meeting of the Hopkinsville, Ky., Tobacco Board of Trade, the following officers were elected: President, L. B. Cornetts; vice president, J. T. Thomas; secretary-treasurer, H. H. Abernathy. R. E. Cooper and T. B. Fairleigh were appointed a committee to go to Washington to protest against the present internal revenue regulations pertaining to handling tobacco.

The F. & E. Soter Company, cigarette manufacturers, have removed to 309 Canal Street, New York, into larger and more convenient quarters, increased business making additional machinery and more space a pressing necessity. The Soter brands of cigarettes have gained a considerable and growing trade in Europe.

The dance and entertainment held by the Tobacco Products Company at the Palm Garden in New York City on Thanksgiving evening was an immense success. Among the boxholders were: President Dixon, Vice Presidents Ellis, McKittrick, Falk and Hoffman, other officials of the company and invited guests from other prominent companies. The vaudeville entertainment was furnished by B. F. Keith.

The loose leaf warehouse at Bowling Green, Ky., will be opened to receive tobacco on December 1, and sales will open on December 3.

The American Cut Rate Tobacco Stores, with a capital stock of $20,000, divided into shares of a par value of $1 each, has filed articles of incorporation at Louisville, Ky.

The R. J. Reynolds Tobacco Company will issue 100,000 shares of preferred stock at par, on January 1, 1920. Rights to subscribe in ratio of one share of preferred for each two shares of common or Class B common have been issued to stockholders of record on November 21, 1919.

The "Corazo" Cigar Company, of Stoughton, Wis., have rented the upper floors of the Wigginhorn Building, at Watertown, and will begin at once the manufacture of cigars at that place.

Lincoln Brothers, the Planco Cigar Company and W. K. Gresh & Sons have opened new factories in Reading, Pa.

The firm of Halpern & Walter, of Philadelphia, manufacturers of the "Lexie" and "Edmund Halley" cigars, has dissolved, Mr. Halpern having purchased Mr. Walter's interest. It is understood that Mr. Halpern will continue the business and manufacture the same brands, and that Mr. Leo P. Walter will engage also in the manufacture of cigars, further notice of which will be given.

L. H. Nolt & Company, of Rohrerstown, Pa., have opened an additional packing plant at 426 North Market Street, Lancaster, Pa.

John B. Withers, of the sales staff of the American Tobacco Company, has resigned to establish a jobbing business at Atlanta, Ga., under the firm name of John B. Withers & Company, for the sale of cigars, cigarettes and tobaccos.

Elias Bach & Son have occupied their newly established general offices at 130-132 Water Street, New York City, in the most important cigar leaf center of the city.

Richard J. Reynolds, of Winston-Salem, N. C., left an estate valued at $17,119,439, according to an inventory filed on November 18. The State will receive an inheritance tax of more than a half million dollars.

A dispatch from Kansas City states that officials of The American Tobacco Company have decided to establish a branch cigarette factory in that city with an output of 2,500,000 cigarettes daily. Negotiations are in progress for a building 100 by 300 feet, in which will be employed 1500 operatives.

An American concern is said to have completed plans for the manufacture of cigarettes near London. This firm is said to have holdings of Macedonian tobacco valued at $4,000,000. Because the district where the tobacco is grown is no longer governed by the Turks it is said that the organization will substitute "Grecian" for the word "Turkish."

Owing to the increased demand for cigar manufacturing equipment, particularly in the line of mechanical devices, Miller, DuBrul & Peters of Cincinnati, Ohio, are preparing for the enlargement of their plant and operations will begin early in the Spring. This extension of their plant is made absolutely necessary by the continually increasing volume of business.

DO YOU SELL PLAYING CARDS?

By Frank Farrington

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THERE used to be such a thing as a 10-cent pack of playing cards, but you can't find them now with the war tax pretty nearly that much per pack. You can buy playing cards for about $2.25 a pack, but that is practically the limit in a standard card. Taking one town with another, you will probably find "Steamboat" cards retailing for 25 cents or more. "Bicycles" for around 50 cents, and "Congress" at 75 cents.

So you see, a sale of a pack of playing cards is no longer a dime proposition, and if it is a good pack, the sale is worth while.

There are some good reasons why a cigar store should carry a stock of these cards. For one thing, most smokers play cards and are possible purchasers of the goods. For another thing, a stock of cards need not amount to more than three or four dozen cards, or even less, if you are located near a jobber carrying them. And, then, by displaying the cards you put a self-selling item of stock before your trade. The cards take up very little room and they will be bought in quantities sufficient to make their sale profitable without any effort on your own part.

Experienced card players like a new "deck" of cards when they sit down to a game, and whether the price is 25 cents or 10 cents or a dollar is not so significant, especially if there is a "kitty" to pay for the cards. When a couple of fellows come in for cigars on their way to a card game, if they see the cards, they say "Let's take along a pack of cards."

When a man comes in to buy cigars in preparation for a party where he and his friends are to play cards, he is very likely to find he needs some new cards. In this connection, if a customer intimates that he is preparing for a card party, the salesman ought to give him a chance to buy cards for the event.

A small permanent sign may be made to hang under the window, outside, or in some other conspicuous place where it will serve as a constant reminder that you sell the goods. This sign need read nothing more than

PLAYING CARDS

and if you have one or two similar signs to hang inside the store, you will remind more than an occasional caller of the fact that you sell cards.

Of course, buyers of playing cards want packs that have never been opened. You must be able to hand them out with seals unbroken. This means that you should have a sample pack or samples of the cards of various qualities in order to be able to show the goods without opening a pack.

There is every advantage in carrying the well-known brands that will be accepted by all card players without any investigation of the quality. If you stock some brands that are not of known quality standard, just because you can buy them a little cheaper, you will find that the saving in first cost is more than made up in the cost of selling, the loss through opening packages to show the cards and the time spent and the salesmanship needed.

The manufacturers of the cards will supply you with samples, and they will be able to give you display helps and show cards and other advertising matter to help push the line.

In arranging to keep your stock of cards small, so as not to involve an unnecessary investment, don't try to get along with a single dozen of a brand, or less than that. If you buy one dozen only of each grade, you soon have less than a dozen, and then when you have a customer who wants to buy a dozen packs, and there are many such sales, you will not be able to make the sale. Carry stock enough so you always have a full dozen in reserve of at least the 25 and 50 cent qualities.

You will find it will interest customers in your playing cards if you will display a frame or a card of mounted samples, showing the various backs in stock in any quality carried. Many a pack of cards has been sold just because the fancy back appealed to a player, who believed in the luck of certain backs or who liked the picture shown. Display your cards and handle them intelligently, advertising them with signs, etc., and you will find them a very profitable side line.

New Ocean Freight Rates Announced

Washington, D. C.

New ocean freight rates on tobacco and tobacco products from North Atlantic ports have just been announced by the Emergency Fleet Corporation for the United States Shipping Board. These rates cover freight to (group one), Lisbon and Oporto; (group two), Bilboa and Cadiz, and (group three), Spanish ports, Gibraltar to Barcelona, inclusive.

Cigarettes—group one, 90 cents per cubic foot; group two, $1.00 per cubic foot; group three, $1.05 per cubic foot.

Unmanufactured tobacco in bales or hogsheads—group one, $2.85 per hundred pounds; group two, $3.00 per hundred pounds; group three, $3.15 per hundred pounds.

Special rates will be quoted upon application to the Emergency Fleet Corporation on tobacco not otherwise specified.

The minimum charge on any one bill of lading will be $7.50.

Interesting Statistics From The "Show Me" State

By A. T. Edmonston

Jefferson City, Mo., November 19.

MISSOURI tobacco factories, large and small, located in St. Louis, Kansas City, St. Joseph, Springfield, Cape Girardeau, Sedalia, Ste. Genevieve, Joplin, Brunswick, and other cities, in 1918 turned out plug and twist chewing and several varieties of smoking tobacco, stogies and cigarettes, with a final wholesale and tax-paid worth of $31,873,031, and there through broke all previous records for this State in this respect, declares a Bureau of Labor Statistics bulletin issued today under the direction of Labor Commissioner William H. Lewis. The value of Missouri's outut, 1918, is not included in the total which is given. That industry will be considered in a future bulletin.

The worth of chewing and smoking tobacco turned out by St. Louis factories in 1918 alone reached the high total of $41,673,376, all federal and other taxes paid. For years St. Louis has held first rank among all cities of the world for quantity, quality and total worth of chewing tobacco manufactured and sold annually, and there is no reason to believe that this city lost its prestige in this respect during 1918.

The effect of the World-war on Missouri's tobacco manufacturing is revealed by the fact that the 1914 output of plug and other forms of chewing tobacco had an aggregate tax-paid worth of $31,063,327; that of the year 1917, $37,586,625; and now comes the 1918 record-breaking total value of $41,873,032. In 1914 the capital invested in the industry in Missouri, including stock on hand, totaled $6,411,591; in 1917, $7,757,750, and in 1918, $8,957,145.

The close of the year 1918, announces the Bureau of Labor Statistics bulletin, found more women employed in the industry and fewer men than in 1914. The places of the men the 1917 and 1918 war drafts took from the business were readily and quickly filled by members of the other sex, who, in short order, indicated through their activities and adaptability they could do the work just as well. Each year since 1915 has seen the number of women and girls employed in the industry in Missouri increase as the following compilation which includes the management, office, sales and all other forces, promulgates:

Total salaried employes and wage earners 1914, 3532, consisting of 2018 men and youths, and 1514 women and girls.

Total salaried employes and wage earners 1915, 3351, consisting of 2132 men and youths, and 1219 women and girls.

Total salaried employes and wage earners 1916, 3420, consisting of 2159 men and youths, and 1261 women and girls.

Total salaried employes 1917, 3628, consisting of 2089 men and youths, and 1539 women and girls.

Total salaried employes and wage earners 1918, 4260, consisting of 2121 men and youths, and 2139 women and girls.

For the wage earners there was a 30 per cent. increase in weekly earnings 1918 over 1917, and 10 per cent. 1916 over 1915. The daily time 1918 averaged nine hours, and the weekly fifty hours.

To manufacture chewing and smoking tobacco with a 1918 worth of $41,873,031, it took raw tobacco and other materials and supplies with an aggregate value of $23,490,753. The disbursements that year for salaries and wages totaled $3,603,172, and for rent, insurance and city, State, federal, and all other taxes, $9,044,568. Miscellaneous expenses, the same year, aggregated $402,065.

In 1917, Missouri tobacco factories, to manufacture 78,251,294 pounds of plug and twist chewing tobacco, consumed 43,634,448 pounds of stemmed and unstemmed leaf tobacco and stems and scraps, 15,136,318 pounds of licorice, 10,781,743 pounds of that now scarce commodity, sugar, and 5,202,818 pounds of miscellaneous ingredients. The 1918 production, a little lower than that of 1917, consumed nearly the same quantities of raw materials and supplies.

Important Express Packing Rules Effective Dec. 10th

NEW express packing rules, similar to those required for freight movement on the railroads, will go into effect on December 10, and express shippers are requested to prepare themselves for the new standards. The new packing requirements, which were recently approved by the United States Railroad Administration, were formulated to provide additional safeguards for merchandise sent by express. Heretofore, shippers have been using all sorts of containers for express packages, but the new rules are expected to make the regulations uniform and thus provide business concerns with an even more reliable and speedy service.

Preparations are being made at local offices of the American Railway Express Company, which is the agent of the Government in handling the express business of the entire country, to put the new rules into effect on December 10, and to require a strict adherence to them thereafter. The express officials expect that in this way shippers will be induced to pay greater attention to their packing methods and to turn their business over to the carrier substantially packed and clearly marked, so that, with reasonable care on the part of expressmen, all traffic can be handled rapidly and with fewer chances of loss or damage in transit.

The rules, recently promulgated, will not permit the use of paper wrapping for packages over twenty-five pounds, nor of ordinary paper boxes, wrapped or unwrapped, when the weight of the package is over that limit. For shipments over twenty-five pounds, wooden containers, or containers of fibreboard, pulpboard or corrupated strawboard material are required. The cartons must be made of materials of specified "test strengths," similar to those required for the freight service, and the containers must bear the stamp of the manufacturers certifying that the material used is of strength required for the weight of the shipment carried in it, as called for in the rules.

The express regulations, though modeled on those for freight movement, permit a wider latitude in the size of the carton used, and carry a certain number of exceptions. Shippers who wish to acquaint themselves with the new express regulations are requested to study Supplement No. 5 to Express Classification No. 26, in which these rules are embodied, and copies of which may be secured at any express office. It is calculated that the time remaining before December 10 will be sufficient to enable express shippers to adjust themselves to the new packing standards.

ANTI-TOBACCONISTS NOT ALARMING

The anti-tobacconists, consisting probably exclusively of prohibitionists who having, as they imagine, the demon rum down and out, cannot rest without ragging something.

But the fight on old D. R. has scarcely started, and the cranks will have all they can attend to in trying to enforce their doctrines on more than half of the people. They will have some years to fight the present issue before they can tackle another, and the country already is recovering in some localities from its recent attack of hysterics.

We have not joined in the propaganda to contest the issue because we believe in the ultimate triumph of common sense in the majority. That the agitators will even have any is too much to hope for.

Tobacco Shipments Handled to all Parts of the World

Warehouse with Railroad Siding for Storage at Seaboard saves intinsi cartage

J. W. CONKLIN
One Broadway, New York City

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

Superb Havana Cigars

Antonio & Cleopatra

MADE IN
TAMPA, FLA.

SELLING CIGARS TO WOMEN

THE average woman, if called upon to make a gift to the "only man," thinks immediately of "smokes." And the standard Christmas joke of receiving poor cigars is one of the results coming from a woman's lack of tobacco knowledge. Most women when registering the decision to buy "hubby" a box of perfectos, or a pipe, are governed by the opinion of some male friend—a brother or a cousin—who smokes. Should the neighbor next door, or the grocery man suggest a strong brand of stogies poor hubby is very apt to receive a whole box of them, while in reality he perhaps just loves the mild, broadleaf perfecto. There are other men who would prefer one good 10-cent cigar in preference to a whole box of a cheaper brand—others delight in a box of "juniors" fully as well as a box of the very best. And in supplying these tastes the feminine gender hasn't proved very discriminating.

There is one cigar proprietor up in New York State who has somewhat met this problem by catering specially to women. He has a woman clerk who waits on trade in addition to himself, and one more helper, as the store also sells magazines. This lady's name is Fowler and the proprietor has "played her up" in a form letter he had prepared for himself, in which an appeal is made for the trade of women. This letter was multigraphed on a special bond paper, pink in color, and signed with pen and ink. The letters were sent in blank envelopes to a list of picked townswomen, chosen from the directory.

This list included the wives of all the well-known business men, customers and others. The response has been worthwhile, for his letters created confidence which brought about profitable visits. Here is the substance of the form letter:

Dear Madam:

Do you know the best way to please a man?

Give him a cigar! It's a fact. There is nothing a man enjoys more than a good smoke, providing he is a smoker.

It is a peculiar thing, but a man will appreciate the gift of a cigar more than he will a new necktie. And a whole box of cigars—watch him!

Men know the secret of this which accounts for the business man's generosity in this direction. A good many women understand it too.

But, oh—what a difference it makes *what kind* of a cigar, pipe or cigarette you give him. If he doesn't like the brand—more harm than good is done.

You probably have occasion to now and then award some male member of the family, or some friend with something in this line. Perhaps you are NOW wondering what brand to give the returning soldier?

Then please make a note of this—the Robert Cigar Store on Main Street specializes in helping women to buy the kind of "smokes" that will fit friend man just right. Simply come in and ask for "Miss Fowler," our lady assistant. She will help you pick out the right kind. Perhaps on the other hand you know just what is needed.

At any rate we invite your trial, assuring you of our desire to serve well in this direction.

Yours for Better Service,

(Sgd.) PROPRIETOR.

INCOME TAX PUZZLE

WHOLESALERS, jobbers and retailers who have incorporated their businesses since the beginning of the war have found themselves in a quandary when endeavoring to comply with the income tax law. Section 311 of the Revenue Act of 1918 has been especially puzzling, and the Washington Bureau of TOBACCO WORLD has received the following statement from the Bureau of Internal Revenue, of the Treasury Department:

"Section 311 of the Revenue Act of 1918 provides that a corporation which was not in existence during the whole of at least one calendar year during the pre-war period, and, therefore, received no income during the pre-war period, shall be allowed a specific exemption of $3000 and 'an amount equal to the same percentage of the invested capital of the taxpayer for the taxable year as the average percentage of net income to invested capital for the pre-war period, of corporations engaged in trade or business of the same general class as that conducted by the taxpayer; but such amount shall in no case be less than 10 per centum of the invested capital of the taxpayer for the taxable year. Such average percentage shall be determined by the Commissioner on the basis of data contained in returns made under Title II of the Revenue Act of 1917, and the average known as the median shall be used.'

"In pursuance of this requirement of the law a table of medians has been compiled and will be used in complying with Section 250 (b), which provides, 'As soon as practicable after the return is filed, the Commissioner shall examine it. If it then appears that the correct amount of the tax is greater or less than that shown in the return, the installments shall be recomputed. If the amount already paid exceeds that which should have been paid on the basis of the installments as recomputed, the excess so paid shall be credited against the subsequent installments; and if the amount already paid exceeds the correct amount of the tax, the excess shall be credited or refunded to the taxpayer in accordance with the provisions of Section 252.'"

The table of medians shows that the correct figure for wholesalers, jobbers and retailers is not over 10 per cent.; for manufacturers of tobacco products, 12.87 per cent.

"Inasmuch as the examination of all returns filed will not be completed by the due date of the last installment of 1918 taxes," the Bureau further states, "it is suggested that the taxpayers entitled to credit based on these medians may recompute their tax, using a war profits credit based thereon and file claim for abatement for as much of the last installment of the outstanding assessment as the total tax assessed exceeds the tax so recomputed. In any case where the amount already paid exceeds the amount due, with the benefit of the median, claim for refund should also be filed on Form 46."

MISS BOBROW MARRIED

Miss Sarah Bobrow and Mr. Samuel D. Gross were married in Philadelphia on November 16, at the residence of Mr. Harry Bobrow, brother of the bride. Mrs. Gross is sister to Charles and Harry Bobrow, the cigar manufactuers. Mr. Gross is prominently engaged in the textile trade of Philadelphia.

MEET THE NEW EXPRESS PACKING RULES

WITH

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

After December 10th, 1919

The American Railway Express Company will refuse any paper-wrapped shipments weighing over twenty-five pounds, and their rules prescribe certain specifications for the use of corrugated boxes.
We can furnish you Corrugated Boxes guaranteed to meet these rules, as well as all freight and parcel post requirements.

CORRUGATED FIBRE SHIPPING CASES

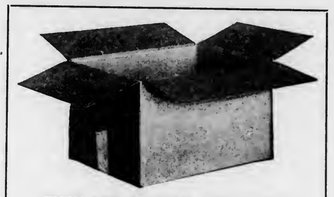
FOR EXPRESS, PARCEL POST AND FREIGHT SHIPMENTS

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

They save you in ORIGINAL COST

They save in TRANSPORTATION CHARGES

They save in WAREHOUSE SPACE



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

If you are not already using them, tell us what you ship and how you ship it, and we will submit a sample box for your purpose and show you a

"big saving in cost"

Corrugated Fibre Shipping Cases are endorsed by Railroads, Express Companies and the Trade. They mean ECONOMY in cost. They eliminate losses through damage or pilfering.

It will pay you to investigate
Write us at once stating your needs

SCHARFF-KOKEN MANUFACTURING CO.

ST. LOUIS, MO.

"THE BEST CORRUGATED FIBRE SHIPPING CASES"

A UNIQUE ADVERTISEMENT

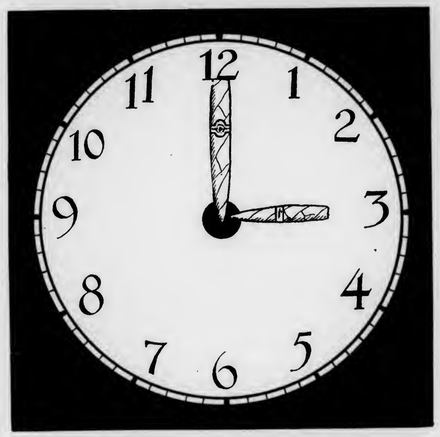
By Clarence T. Hubbard

CLEVERNESS in advertising produces results when the cleverness is not allowed to overshadow the product itself. "Life Saver" advertising in which the "candy with a hole" is featured is a good example of clever advertising, yet the fact that "life savers" are the product to be sold is never lost sight of. The same holds true with the Colgate advertising and with the Firestone Tire people. But especially notable is such publicity as associated with the lighter sort of goods sold—candy, magazines and tobacco.

The cigar man can "jolly" his goods in his publicity without detracting from the worthwhileness of the product. He can run his advertisements in a lighter vein. In this connection an original advertisement is herewith reproduced which can be adapted in many ways. Used in its present form it can be run as a small advertisement in the newspaper or added in a theatre programme or as the outside cover of a folder. Any other cigar name can be listed in place of "Perfection," which appears in the present layout. Or another drawing can be made, or even a photograph, in which actual cigars can be substituted for the drawn ones in this sample. Further text, of course, can be added at the bottom.

Or the idea can be enlarged as a poster for window display, and also be reproduced as an "inside" sign worthy of attracting attention to some special brand of cigar inside the store—the minute hand representing a perfecto of some kind and the "hour" hand a brief or a junior.

Still again quite a novelty can be made from the idea by having an actual clock placed in the window with the regular hands removed and actual cigars substituted or else by having imitation cigars fastened onto the hands. In this way a permanent clock can also be arranged for use inside the store, allowing two cigars to point out the time instead of the usual metal hands. The idea can be developed or elaborated to suit the merchant and no matter in what way adopted capable of making a good advertisement bearing cleverness, yet consistent with the tobacco trade.



MANY GOOD HOURS OF SMOKING CAN BE ENJOYED WITH PERFECTION CIGARS

Plenty of Five-Day Weeks in 1920

The advocates of the five-day week will be in all their glory in 1920. With the exception of Thanksgiving Day, which always comes on Thursday, every holiday during the year draws an extra day with it. For instance, Washington's Birthday, February 22, occurs on Sunday, and no one would think of honoring George on the Sabbath, so Monday is selected; and the same thing happens May 30, when Memorial Day is celebrated. Even in the small towns where the kids are allowed to celebrate the Fourth in the good old-fashioned way, there would be trouble if anyone should break the Sabbath by shooting off firecrackers; so the next day, Monday, is set aside for the purpose. Labor Day, the first Monday in September, is another of a pair of days when the shops are closed. It has become the habit of most establishments in most places to shut down Friday night until Monday morning. In such cases when the holidays above named come around, it will mean that the workers can take half a week off at a time.

The other holidays don't stretch out quite so much, but Christmas and New Year's Day following, both come on Saturday, so that those celebrating these days can take the next day off to rest.

The "Yankee" Bunch Machine
MEANS
ECONOMY AND PRODUCTION

Made in five sizes—4, 4½, 5, 5½ and 6 inches
It makes bunches equal to hand-made.
It saves binders.
It produces more cigars at less cost.
It works either long or short filler.
It can be operated by UNSKILLED LABOR.
It costs $10 per machine f. o. b. foundry.
American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

LIPSCHUTZ'S
44
CIGARS
44 Cigar Co., Inc. Philadelphia

EL ROI-TAN

PERFECT CIGARS
SOLD EVERYWHERE—GOOD ANYWHERE

The American Lithographic Industry

A PROMINENT cigar manufacturer remarked the other day that domestic lithography had made tremendous advances in the quality and character of workmanship. He said that when the war made it necessary to transfer orders for work formerly done abroad to domestic concerns he was very favorably impressed with work done by American houses and was convinced that domestic firms were now doing work that was far beyond anything they had ever developed in pre-war days.

While we are not prepared to pass on the relative merits of foreign and domestic work, the fact is that when the domestic concerns were put to the test and were given an opportunity to produce the labels and bands formerly made in foreign countries they thoroughly succeeded in satisfying the great majority of manufacturers.

It should be pointed out that the domestic lithographers have not stopped at this point, but have been buying equipment whenever it is available to thoroughly equip their plants not only for the most exactly and highest class of work but to increase their production in order to care for the growing business in the label and band field.

We know of one concern that has invested since the war began more than $150,000 in additional equipment, and believe that other concerns have increased their machinery in proportion.

There is no product used in the cigar industry that requires greater skill, greater care and attention to detail, and the most careful watching of every process from start to finish than the lithographic products.

The exacting processes of manufacture require not only skilled workmen but a great amount of knowledge and ability. The field is limited and the salaries paid are on an average higher in proportion to the number of men engaged in it than in any allied branch of the industry.

For this reason, and for all the others which has affected every industry, prices have increased, but considering the product the industry is getting no more than it is justly entitled to.

It should be pointed out that it is the concentrated support of American concerns compelled during the war to look to domestic firms for their products, that has developed the lithographic industry to the point which it has now reached. The lithographers themselves have spared no expense to demonstrate that they are competent to produce the highest grade of bands and labels. Having been given the opportunity they have, we think the manufacturers will admit, made good with a vengeance.

We note with some disappointment the fact that some concerns in certain branches of the industry give no support at all to United States tobacco trade papers but use large space in some published in other countries.

We have always believed in the support of and the encouragement of home industries above all others, and we bespeak for the lithographic industry the same support. If the industries of this country are to grow and develop they must receive a volume of business sufficient to warrant additional investments for the purpose of experimentation and expansion. This is but returning loyal support for the consideration which cigar manufacturers sought and received when they were compelled by conditions to place their whole dependence on the domestic lithographic industry.

Cigars and tobacco products manufactured in Japan last year were valued at $65,000,000.

It is estimated that the people of this country are spending at the rate of $800,000,000 annually for candy.

The Star Warehouse Company has been incorporated at Shelbyville, Ky., with capital stock of $75,000.

Fifty-six warehouses of the dark tobacco district have formed an association, and will establish headquarters at Hopkinsville, Ky.

Extra crews of workmen are kept at work on the new Kenton Loose Leaf House at Covington, Ky., in order to assure completion of the building for opening sale on December 4th.

The Grayson, Ky., Loose Leaf Tobacco Warehouse will be open to receive tobacco on December 1, the first sale to be held December 10.

Morris D. Newmann & Company, of Philadelphia, manufacturers of the "Rosemont," "El Tello" and "Bella Mundo" cigars, have opened their new factory at Harrisonburg, Va. This is the seventh factory in the chain.

United Cigar Stores sales for November were $5,854,000, an increase of $1,159,000 over the same month last year. This is the largest month in the company's history and is at the rate of more than $70,000,000 a year.

The Reply Cigar Company, of Philadelphia, has increased its capital stock from $50,000 to $500,000, and has bought three properties at Fifth and Monroe Streets, where it will erect a large factory. Aaron A. Leavitt has withdrawn as president. Emanuel Kline is vice-president and secretary, and A. Kerskowtz is treasurer.

VELVET in handsome full-pound-weight humidors of glass

THE GROWN-UP BOYS

Good ladies, little folks, an' girls,
Let's you an' me enjoy
The fun of playin' Sandy Claus
To some dear grown-up boy.
Let's send a brimmin' pound of love—
Age-mellowed, friendly, ripe—
To every grown-up boy who likes
His easy chair and pipe.

Like his, old Velvet's heart grows young
With each succeedin' year,
That fills it fuller an' more full
Of Friendliness an' cheer.
Let this good pound of Velvet prove
That loved ones don't forget
The husbands that are still their beaus—
And sons they still can pet.

Velvet Joe

Copyright, 1919
Liggett & Myers Tobacco Co.

Let's make this an old time Christmas

What gift so typifies the merry spirit of the old time Christmastide as a pound of Velvet—the choicest pipe tobacco that hospitable old Kentucky ever grew? What gift is so acceptable to the smoker as a whole pound of this hearty old tobacco—fragrant as only *real* tobacco can be—smooth, mellow and mild from long ageing in the wood?

If he is a true devotee of the pipe there is no gift that will better convey to him the expression of your affection or regard than a pound of good old Velvet.

Write to Velvet Joe, 4241 Folsom Avenue, St. Louis, Mo., for his 1920 Almanac. He will send it FREE.

Liggett & Myers Tobacco Co.

Solve Your Own Problems First

By Ralph H. Butz

FOR the last thirty years I've been making Maryvale regular every three months, and as far back as I can remember I've been selling Jim Maynard a small bill of merchandise every time I called at his store. Jim started in business when Maryvale was nothing more than a dinky flag station on the Baltimore & Ohio, which most of the drummers passed without thinking of stopping in those days. Jim has grown old in the business, and today his store has the same appearance that it had when first I saw it. Maryvale has grown by leaps and bounds; new industries have come to the town every year, and where once I had only Jim to call upon, I have a dozen customers now. The town has had a phenomenal growth, but in the midst of all this improvement and prosperity Jim has remained stationary. He hasn't advanced beyond the point where he started, and now he never will.

The trouble with Jim is that he is always solving the other fellow's problems without trying to solve his own. He is a good conversationalist, a man who is chock full of ideas and theories. He can entertain his few customers by the hour, explaining to the *nth* degree how the war was won, and how the League of Nations will make future wars impossible. He can tell how easy it would be for Rockefeller to make a million dollars every day, or how the Pennsylvania Railroad could cut its operating expenses in half. In fact, Jim is so busily engaged in solving the problems of successful men that he hasn't got time to look after his own requirements, which have been sadly neglected.

Jim never learned the great truth that good management should begin at home; that if millions are to be made they belong to the man who has the idea that makes such a feat possible. If he had applied that wonderful imagination of his to the development of his own business it is quite probable that he would be one of the town's leading merchants instead of the lesser one.

For thirty years Jim has been seeing all the glorious and wonderful opportunities that opened up thousands of miles away from home, and the opportunities that were all around him he could not see. It seems that this fault is a peculiar characteristic, not only of Jim, but of a great many of us. We are too anxious to appoint ourselves an absent advisory committee to those who are not in need of our services. What good does it do me to measure the Kaiser's chances for freedom? Why should I waste my time trying to determine the unmined wealth of faraway places, when there are acres of diamonds at home? But it will do me a lot of good to analyze my own requirements; to hold expert consultations with myself more frequently, and to find out how I can become a better business man.

It isn't such a hard matter to draw up elaborate plans for the other fellow, but it takes time. It's easy enough to tell my neighbor how to dig his trenches, but it's a deal more profitable for me to get a shovel and dig my own trenches, because I may need them. In theory things can be brought to absolute perfection, but the man who succeeds is the one who puts ninety-nine per cent. of unremitting work behind the theory to bring it to the point of practicability.

So the best plans to make, if we have any time for that, is to make the plans to suit our own purposes; to draw charts for our own future. We cannot be better salesmen or better merchants if we devote the best of our minds to solving problems that will never confront us. Let's begin at home, and look for the opportunities that are near at hand.

Think it over—then put it over!

FRANK J. HOEL DEAD

It is with deep regret that the trade learns of the death on November 15th of Frank J. Hoel, vice-president of the McCord-Brady Company, wholesale grocers of Omaha, Neb.

A host of acquaintances and friends throughout the trade mourn his loss. An intimate friend on learning of Mr. Hoel's death said, "Frank Hoel was one of the most genial gentlemen that ever lived." These sentiments are echoed by all those who knew him.

Research is said to indicate that the heirs to John Barleycorn are in their order, first, savings banks; second, soft drinks and ice cream; third, the movies; fourth, candy; fifth, tobacco. We have tried all of the new soft drinks on the market, and most of the old ones. If soft drinks finish second it will be because the rest of the entries were scratched.

TOBACCO SHORTAGE IN ITALY

For a long time there has been a serious shortage of cigarettes and tobacco in Italy, owing to the inability of the Italian Government, which has a monopoly of this business, to keep up with the demand. In order to relieve the situation the "Direzione Generale delle Privative" has made purchases of a certain make of American cigarettes, and they have appeared on the market. These cigarettes are being sold at retail at 1.60 lire per package of twenty cigarettes. It is possible that other manufacturers might be able to secure orders for similar brands. The lire has a nominal value of nineteen cents and an exchange value of thirteen cents.

The Standard Export Cigarette Corporation has recently been organized by T. L. Croteau, S. E. Dill and H. E. Knox, at Wilmington, Del., with a capital stock of $100,000.

International Banding Machine Co.

MANUFACTURERS

257-265 West 17th Street, New York

(STEINER BUILDING)

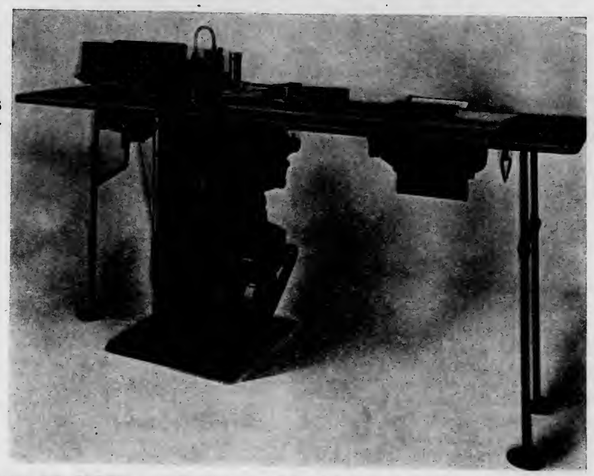
A LABOR SAVER

Capacity 25 to 30 Thousand Packed Cigars Banded per day

No Breakage

Absolutely Sanitary

Eliminating Wax Papers Between the Banded rows



Automatic Feed for Banding Loose Cigars

Capacity 35 Thousand Cigars Per Day

No Experience Needed

Band Your Cigars for Identification

BANDING IS YOUR ONLY PROTECTION AGAINST BOX STUFFERS

NO CIGAR FACTORY COMPLETE WITHOUT OUR BANDING MACHINE

SOME OF THE PRESENT USERS

American Cigar Co., 111 5th Ave., N. Y. (all branches)
General Cigar Co., 119 W. 40th St., N. Y. " "
Otto Eisenlohr & Bro., Philadelphia, Pa. " "
Bayuk Bros. Co., Philadelphia, Pa. " "
I. Lewis Cigar Mfg. Co., Newark, N. J.
Deisel-Wemmer Co., Lima, O.
"44" Cigar Co., Philadelphia, Pa.
G. W. Van Slyke & Horton, Kingston, N. Y.
Consolidated Cigar Co., New York
P. Lorillard & Co., 119 W. 40th St., N. Y. (all branches)
Mi Lola Cigar Co., Milwaukee, Wis.
Congress Cigar Co., Philadelphia, Pa.
Porto Rican Am. Tob. Co., 250 5th Ave., N. Y. (all branches)
Yocum Bros., Reading, Pa.
W. K. Gresh & Sons, Norristown, Pa.
A. Roig & Langsdorf, Philadelphia, Pa.
Waitt & Bond, Newark, N. J.
B. Rovira Co., New York

PLACE YOUR ORDERS TO INSURE EARLY DELIVERY

DON'T WAIT WRITE FOR FULL PARTICULARS

HIGH GRADE CIGAR BANDS

WM. STEINER, SONS & CO.

LITHOGRAPHERS

257-265 West 17th Street New York

HIGH GRADE CIGAR LABELS

Perfection and Accuracy in the Manufacturing of Cigar Bands Used on These Machines

Patents Granted In Tobacco and Related Lines

No. 1,319,788. Box for Cigars. Harold J. Nagle, Rochester, N. Y. Patent assigned to The Cedaroid Co., Inc., Rochester, N. Y.

A tobacco receptacle having a wall with an exterior channel opening at intervals to the interior of the box, and a paper covering on the exterior of the box closing the channel.

No. 1,320,037. Cigar Holder and Protector. Britton Davis, Congers, N. Y., patentee.

A cigar holder and protector comprising two caps having flared edges, one cap being of greater diameter than the other, whereby the smaller may be received in the larger, an extension formed on the flaring edge of the larger cap and adapted to be bent to form a hook on the outside of the cap, and a chain secured to the flared edge of the smaller cap and adapted to engage the hook on the larger cap for adjustably connecting the two caps, the adjustment being secured by engaging the hook through the links of the chain.

No. 1,319,622. Cigarette and Cigar Holder. George E. Salmon and Charles J. Volkman, Philadelphia, Pa., patentees.

A cigarette and cigar holder comprising a tubular mouth-piece, a casing projecting from one end of the mouth-piece with the bore of the casing enlarged at one end, a tubular stem mounted to slide in the tubular portion of the mouth-piece, a head on the stem to slide in said casing and spring-like members gripping on said head, said gripping members being adapted to grip the article to be smoked when an end thereof is inserted in the head and the head retracted along the normal bore of the casing, said gripping members, when the head is removed to the enlarged bore of the casing, being adapted to spread out and release the article to be smoked.

No. 1,320,038. Machine for Measuring and Packing Tobacco. Hilario de Escobales, New York City, patentee.

A packing machine comprising a hollow longitudinally reciprocating plunger and a reciprocating plunger therein; means whereby comminuted articles can be forced into said hollow plunger in advance of the inner plunger and in advance of plunger movement; wrapper-holding means; means for actuating said plungers, whereby forward movement thereof successively causes a wrapper to be folded upon the exterior of said plungers and said contained articles to be compressed; and whereby said hollow plunger can be moved back away from said articles and enclosing wrapper previous to the time said inner plunger is moved back; and wrapper-folding devices and means for actuating them, whereby certain overhanging rear flaps are folded against said compressed articles.

No. 1,319,358. Cigarette Holder. Thor Raje, Los Angeles, Cal., patentee.

In a cigarette holder of the like, a cylindrical body adapted to hold a cigarette in one end thereof, a stem insertible in the opposite end of said body, the end of said stem forming an abutment for the recess provided between the stem and the cigarette, and an ejector having a split sleeve fitting the exterior of said body and slidably disposed thereon, and an extension over the end of said body and projecting inwardly therein, and having an abutment thereon for engagement with the end of the cigarette, whereby the movement of said extension on said body may force the cigarette therefrom.

Trade-Marks and Designs Patented

No. 127,138. Tobacco Pipes. Societe Anonyme La Bruyere, Paris, France.

No. 127,146. Tobacco Products. Louis Suedmeyer, St. Louis, Mo.

No. 127,145. Cigars. Stoddard, Gilbert & Co., New Haven, Conn.

No. 120,085. Tobacco Products. American Tobacco Co., New York City.

Name "Karnak," for cigarettes and smoking and chewing tobaccos.

No. 120,210. Tobacco Products. R. & J. Hill, Ltd., London, England.

Name "Spinet," for cigars, cigarettes and smoking tobacco.

No. 127,620. Cigars, Cigarettes and Smoking Tobacco in Packages. Manie Hyman, New York City.

No. 119,565. Tobacco Products. Larus & Brother, Richmond, Va.

Name "Unoit," for smoking tobaccos.

(Full details and specifications of the foregoing patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing ten cents for each. In ordering, give number of patent only.)

A. T. M.

Park & Tilford, of New York City, have secured the American agency for Abdulla & Company, Limited; Savony & Company, Limited, and the Ardath Company, Limited, all of England. The Abdulla Company manufacture the Abdulla cigarettes, a high class Turkish brand of goods. The Ardath Company are manufacturers of "State Express" cigarettes and smoking tobaccos, and Savony & Company also manufacture a fine line of cigarettes. The demand for imported Turkish cigarettes has been much greater than the supply in this country.

The Gunning Cigar Company, of Chillicothe, Ohio, has increased its capital stock from $50,000 to $100,000.

The New Burley Tobacco Company, of Shelbyville, has elected the following officers: President, O. F. Brown; vice president, Charles F. Biard; manager, Henry Maddox; secretary, J. Rene Harris. The company has purchased at auction two large loose leaf sales houses from the Old Burley Tobacco Company, and will incorporate with a capital stock of $80,000.

Bringing the beginners to your store!

THOUSANDS of people close to your store know a "little something" about card playing—and play a game occasionally.

Here is Advertisement No. 3 of the BICYCLE AND CONGRESS National Advertising Campaign—which is written expressly to make regular players of the beginners, to make regular card buyers of once-in-awhile buyers.

In other words, this advertisement is—right at this very moment—creating a greater desire for card playing in your community. Anyone who reads "Official Rules of Card Games" after seeing this advertisement will want to play cards more than before, because he will know more about playing and will derive greater enjoyment from it.

You should take advantage of every opportunity to make all possible sales from this splendid publicity. If you do not have BICYCLE and CONGRESS Playing Cards you should stock them quickly. Then you should display them prominently—and it would help to post this advertisement in your window. Just remember this—

The Season is On! Are You Ready?

Sales already are showing a splendid increase over any previons season. Are you going to get your share?

Ask us for window display material

THE U. S. PLAYING CARD CO.

Department 6 CINCINNATI, OHIO

Are You Learning AUCTION?
What are these hands worth?
DO YOU know exactly how to bid? Do you bid three or four on the Ace and King? You can learn just what each hand is worth; how to play the dummy; how to play defensive hands; and all of the rules and conventions, if you have the new edition of "Official Rules of Card Games" 250 pages—all about 300 games—all changes—expert suggestions. Just off the press, for only 20 cents. Use the coupon below, if you wish.
BICYCLE PLAYING CARDS
And the more you learn about card playing, the more you will appreciate Bicycle Playing Cards. They are standard everywhere, because their air-cushion finish which means easy shuffling and accurate dealing, and their high quality in every detail, make them entirely satisfactory to everyone. The large indexes are easily read. Cards are flexible and strong—will last a surprisingly long time. Your dealer can supply you.
Congress Playing Cards are of de luxe quality—for social play, prizes and gifts. Full color art backs, gold edges.
REVELATION Cards Will Tell You!
Are there any questions regarding health, wealth, love or business, that you would like to have answered? If so, you will be delighted with the new REVELATION Fortune Telling Cards. They are as fascinating as they are mystifying. They tell you about the past, present and future in a marvelously accurate manner. One color back in tuck case, 50 cents a deck; colored back design, gold edges, in telescope case, 70 cents. Of your dealer or postpaid.
Send for This Book Today!
The New Edition of the "Official Rules of Card Games" 300 games. 250 pages. 20 cents postpaid.
THE U. S. PLAYING CARD COMPANY
Dept. W
Cincinnati, U. S. A. or Windsor, Canada
OFFICIAL RULES of CARD GAMES

Reduced reproduction of advertisement appearing in December issue of seven leading national publications.

LEAF MARKET JOTTINGS

IN the Lancaster County district the demand of the growers for high prices has not decreased the activity of the big buyers. Scattered crops are picked up by the local packers, but they seem generally to be waiting until the big firms are satisfied to withdraw. But there may be very little tobacco left when that time comes.

In the southern part of the county fifty per cent. or more of the crop has been sold. Various quotations are given, among them, 18 and 8; 20 and 6; 23 and 10, an unusually high transaction; 18 and 6; 22 and 6. It is said that the growers have stiffened and are holding out for 25 cents and refusing offers of 22 cents.

In a general review of the situation the "Lancaster Examiner," a very reliable authority, says that, taking the official estimate of 1310 pounds per acre, which is probably a little high for this locality, Lancaster County produced on something over 30,000 acres 39,666,800 pounds of tobacco in 1918. Probably half of this has been already sold to the dealers at good prices, estimated at an average of 15 cents per pound.

The value of this crop, taking the above figures as a basis of calculation, aggregates the almost unbelievable sum of nearly $6,000,000. Add to this sum an additional $3,000,000, the estimated value of the 1918 tobacco not yet removed from the local warehouses, or still in the growers' hands, and we have at the present time tobacco worth $9,000,000 within the limits of our county.

Nine-tenths of the Pennsylvania tobacco is produced in Lancaster and York Counties, the State's entire 1919 crop being estimated at 49,583,500 pounds. The previous year's crop was estimated at 58,007,400 pounds.

Hail, rust and several other detrimental conditions reduced the tobacco production last year, not only of Lancaster County, but also of the entire State. While Government experts estimate the 1919 tobacco as an 80 per cent. crop, local dealers claim that a further 20 per cent. decrease for the local crop would be more nearly correct.

"No more cheap tobacco can be bought in Lancaster County," is the report of the packers' representatives, who have been conducting one of the most active purchasing campaigns that has been waged in local tobacco circles.

***

In Wisconsin, it is estimated that about fifty per cent. of the tobacco of the 1919 crop remains unsold, but only about ten per cent. of the best class of binder leaf produced this year remains to be sold. At the same time, there may be some very excellent leaf among the tobacco classified as common grade.

Quotations are made of 30 and 8; 25 and 8; 30 and 10; 27 and 10; 28 and 10, and in hail cut and low grades the price is holding between ten and fifteen cents.

The season has been the most rational in recent years, as prices have been graded according to the quality of the goods.

The manufacturers snapped up the balance of the 1918 crop in short order, and the bulk of the 1919 binders, and caused something of a flurry. Now the market has settled down.

In contrast with the conditions which obtained a year or more since, the Wisconsin farmers are satisfied and encouraged. The prices have been sufficient to give them a good profit, notwithstanding the cost of production. At twenty to thirty cents a pound, tobacco holds first position as a money producing crop.

The "Wisconsin Tobacco Reporter" says: "A back to-the-soil movement, built on the economic advantage of it, is more convincing than the sentimental one of simplicity, early rising and flowers. The profit which brings independence and comfort and reasonable leisure has come to make farming attractive. Tobacco farming is not only dirt and the rough shirt, it is some velvet."

***

In the Connecticut valley the season for grasshoppers being long over, a swarm of buyers has swept down and there will soon be little of the crop left; but the Yankee farmers will be able to buy Christmas presents for the whole family.

The broadleaf is said to be practically cleaned up, prices ranging from fifty-five to seventy cents, and the buyers are charged with holding up growers on the way to church. The New England Sabbath was badly fractured.

The buyers had waited until the crop was cured and partially in the bundle, so that the buyer knew what he was getting and the seller knew what he had to sell.

The general result has been so satisfactory to all concerned that the custom of former years of buying the crop while standing and growing in the field is likely to pass away permanently.

The Connecticut Valley Tobacco Growers' Association, composed of seven local associations, has secured a sample room in Hartford.

Most of the dealers are completely sold out of old goods.

***

Baltimore quotations for the 1918 Maryland crop run from $12 to $41, and for the 1918 Ohio crop from $14 to $37. There is nothing of interest reported from the Ohio market.

(Continued on Page 24)

SMILES light up the face of the cigar manufacturer who has his Stripping Department equipped with Model M Universal Tobacco Stripping and Booking Machines, because his "Cost Sheets" tell him that the "Universal" is speeding up production, reducing overhead, cutting down cost, eliminating waste and turning out a better product.

More than a thousand cigar manufacturers are wearing the "Universal" smile. Arrange now for a "Universal" demonstration in your own factory, with your own tobacco. You'll smile when you witness "Universal" economy. Catalogue and Price List on request.

UNIVERSAL TOBACCO MACHINE COMPANY
79 FIFTH AVENUE, N. Y. *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., *of Canada, Ltd.*
108 St. Nicholas Bldg., Montreal, Canada

4 Station Road, N. W., London, England
48 Rue Notre Dame de Lorette, Paris, France
5 Rue de Fribourg, Geneve, Switzerland
Soerabaya, Java, Dutch East Indies

FOREIGN SALES OFFICES:
Kneeder Bldg., 225, Manila, P. I.
Durban, Natal, South Africa

Buenos Aires, Argentine
10 Pitt Street, Sydney, Australia
Zorrilla 9, Madrid, Spain
Slotsalleen, 3, Slagelse, Denmark

In the Southern field, according to the Co-operative Crop Reporting Service of the Department of Agriculture, of North Carolina's present tobacco crop, estimated by the Federal Bureau of Crop Estimate at 285 million pounds, 207 million pounds have been reported sold. Adding a conservative estimate of the unreported sales, a reasonable estimate of the whole is 214 million pounds, or seventy-five per cent. of the crop, which has been sold at an average price of $48.36 per hundred pounds.

At Greenville, N. C., cold weather reduced the offerings on account of the difficulty of handling the leaf in the barns. A million pounds sold for an average of $72.86. At Rocky Mount 700,000 pounds sold at an average of $66.

At Richmond, Va., there was a rush of sun-cured stocks at an average of $27.50 and some brights at $75.

At Lynchburg, Va., the demand was brisk and prices higher. Dark tobacco averaged $24.62. At Danville prices were firm, with an average of $67. South Hill, Va., struck an average on one week of $71.17 and another week of $77.50, with a season average of $55.19.

In Kentucky, the report of the State Commissioner of Agriculture for October shows a total of sales of all types of tobacco of about nine million pounds, the 1919 crop averaging $23.30 and the 1918 crop $21.14. This includes only about 9000 pounds of the 1919 crop. About a million pounds of One-Sucker tobacco brought an average of $16.56. Unfired dark tobacco was disposed of to the amount of 56,985 pounds for an average of $14.33. Fired dark sold for an average of $13.62.

The highest average for the month was $24 per hundred pounds for Burley tobacco, sold for growers, for the 1918 crop.

The Louisville Tobacco Board of Trade quotes recent November sales of the 1919 crop at $26 and $31.71 and $10 to $13 for the dark crop.

FOREIGN LEAF TOBACCO NOTES

British South Africa

The tobacco crop of British South Africa was reported to be considerably below normal toward the close of the year, especially in the Rustenberg district of the Transvaal, the largest producing district in the Union, where it suffered serious damage from hail and floods; so that not only was the acreage less by nine per cent. than in the year 1917, but the yield is said to be fully twenty per cent. below normal.

The annual production of tobacco in the Union of South Africa under normal conditions is given at ten million pounds. Most of this is light Virginia leaf and Turkish tobacco which is manufactured into cigarettes. Dark tobacco for pipe use is also grown.

The importation of foreign tobacco is gradually diminishing in volume year by year, and within the past few years considerable quantities of domestically grown tobacco have been exported. In 1918 these exports (exclusive of tobacco substitutes) amounted to 1,721,733 pounds valued at $774,795.

The Union Government, through an American tobacco expert in its employ and through the medium of various agricultural schools, is systematically aiding farmers in cultivating tobacco by the best methods known.

Ceylon

Exports of manufactured tobacco increased in value from $216,502 in 1917 to $288,351 in 1918. An American tobacco expert is in the employment of the Ceylon Agricultural Department, and good results are being obtained in improving the quality and production of the Ceylon product. A tobacco suitable to the European market has not as yet been turned out, and exports are made chiefly to India in the form of cigars and chewing tobacco.

Greece, Bulgaria and Turkey

Tobacco stocks on hand in Greece, Bulgaria and Turkey on June 1 were estimated at about twenty-six millions okes, of which three millions were 1917 and twenty-three millions 1918 crops. In pounds this would equal about 8,460,000 pounds of 1917 and 64,860,000 pounds of 1918.

The estimated amount required for home consumption is 8,464,500 pounds, leaving a balance of 65,353,300 pounds for export.

The total Bulgarian production for 1918, together with the portions of the crop remaining from 1917, is estimated at thirty-one million okes (87,420,000 pounds), while the figures on a similar scale for Turkey amount to twenty-seven million okes (76,140,000 pounds).

Prices in the various districts for successive crops from 1913 to 1917 were as follows, expressed in drachmas per oke (19.3 cents per 2.82 pounds):

Tobacco is selling now in Turkey for six to eight drachmas per oke; in Bulgaria, for ten drachmas per oke; in Old Bulgaria, for seven drachmas per oke.

As a result of the armistice large quantities of matured tobaccos stored in Samsun, Constantinople, and Smyrna were released for exportation. This has caused a general delay in the marketing of the 1918 crop, and consequently a decrease in acreage planted in 1919. With the exception of Macedonia, where it is anticipated that the crop will reach six million okes as against four million okes in 1918, this decrease is a general one; a normal crop in Macedonia is about eleven million okes. (See "Commerce Reports" for September 27, 1919.)

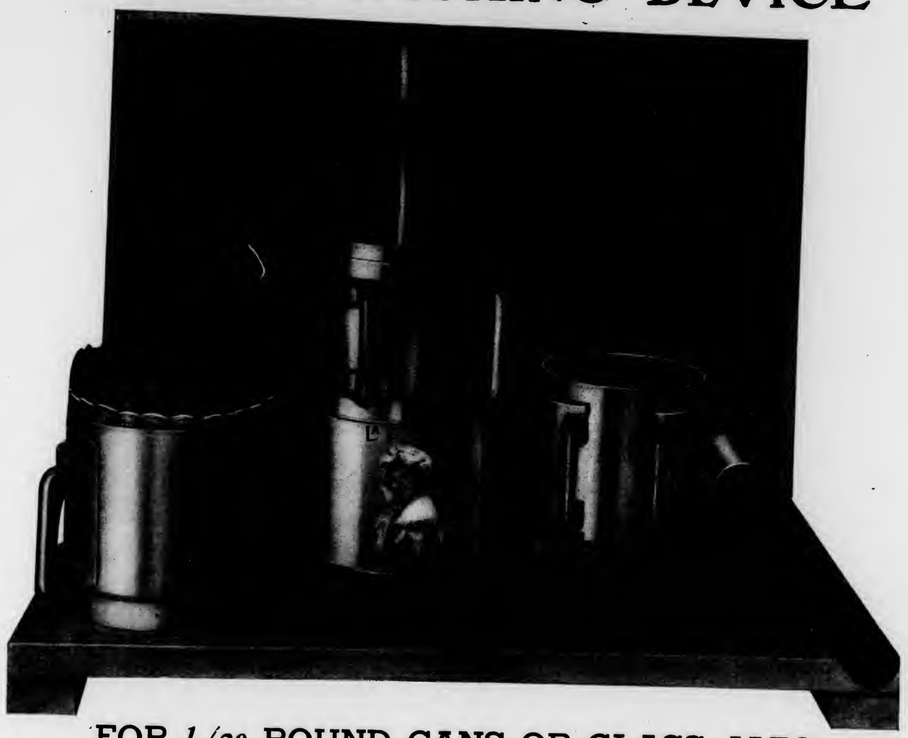
The reduction in freight and insurance rates has encouraged speculation in the exportation of consignment lots of tobacco to America, Egypt, and England, and it is estimated that since November some twenty million okes have gone forward from Turkey and Greece, the bulk from Old Greece.

The Caucasus

In the Caucasus there is cultivated high-grade tobacco raised from Turkish seed. It is worth noting that the popular Russian cigarettes are all manufactured from Caucasian tobacco. Of the total area under high-grade Turkish tobacco in the former Russian Empire in 1913 (27,027 dessiatines), 18,808 dessiatines, or sixty-nine per cent., was in the Caucasus, chiefly in the following districts: Sukhum, 8037 dessiatines, or thirty per cent. of the total; Kuban, 7,678 dessiatines, or twenty-eight per cent.; Black Sea Government, 3093 dessiatines, or eleven per cent. The crop in 1913 was 584,530 poods in Kuban and 442,830 poods in Sukhum —a total of 1,027,360 poods, out of a total for the Empire of 1,489,211 poods.

A dessiatine is 2.70 acres and a pood is 36.1 pounds.

SIMPLEX PACKING DEVICE



FOR 1/20 ROUND CANS OR GLASS JARS

OPERATION—Place bundle of fifty cigars in clamp over revolving table and straighten them. Clamp by handles and place in press—after pressing, place over can or jar and release handles, and use plunger to push the cigars into cans. The cigars get a uniform circular pressure—absolutely no breakage and will pack 15,000 cigars daily.

TIN CANS-all sizes. Plain, Lacquered or Lithographed.

CEDAR LININGS-Our Linings are air dried after cutting. No shrinking, moulding or spotting.

American Box Supply Co.

383 MONROE AVENUE

DETROIT, MICH.

We have over *One Million* sets of Labels with bands on hand for immediate delivery which are offered much lower than regular prices.

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

CIGAR BULLETIN

The Shortage Of

WAITT & BOND BLACKSTONES

and

WAITT & BOND TOTEMS

will be ended soon. Our production facilities are being expanded tremendously to handle the national demand for these hygienically-made popular cigars.

WAITT & BOND, INC.
Newark, New Jersey

PACKING CASES TO MEET EXPRESS RULING

The new express packing rules which become effective December 10, prohibit the use of paper-wrapped shipments weighing over 25 pounds, and the rules prescribe certain specifications for the use of corrugated fibre shipping cases.

The Scharff-Koken Manufacturing Company, of St. Louis, Mo., widely known in the trade as manufacturers of superior quality corrugated fibre shipping cases, are prepared to submit to manufacturers and jobbers samples of corrugated boxes to meet any particular need, and they guarantee that these boxes not only meet the new express rulings, but also meet the freight and parcel-post requirements.

The demand in the trade for express shipments offers an opportunity to the Scharff-Koken Company to render a prompt and efficient service to those who ship by freight, express or parcel post. No manufacturer or jobber will fail to get immediately in touch with the concern and get details and samples.

The American Railway Express Company states that they will require a strict adherence to the new rules.

THE SINBAD CIGAR COMPANY

B. Zilberstein and H. Kronberg are preparing to incorporate as the Sinbad Cigar Company. This firm makes the "Sinbad" cigar and local newspaper advertisements have drawn considerable attention to the brand, which retails for ten cents and up. A continuous newspaper campaign is planned to begin very shortly.

Mr. Zilberstein is experienced in the cigar manufacturing industry, and was connected for a number of years with the "44" Cigar Company.

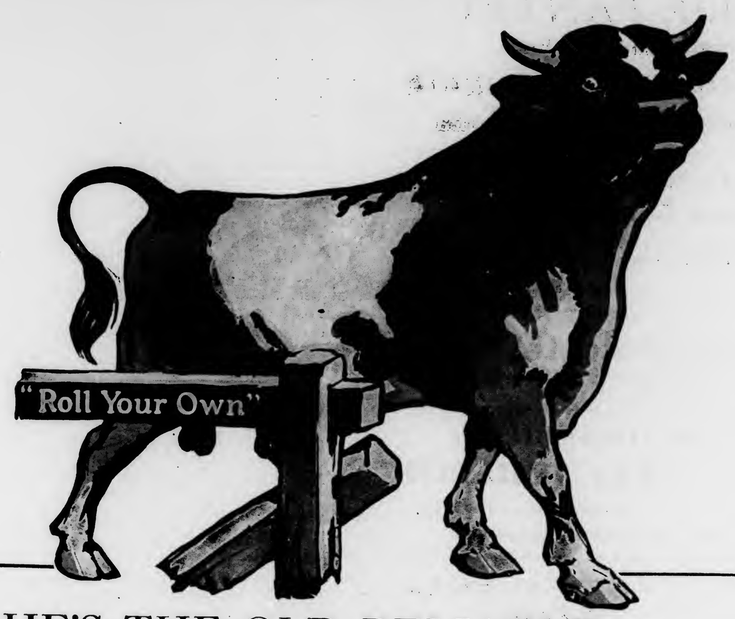
The Sinbad Cigar Company is located at 109 North Tenth Street, Philadelphia, Pa.

MORAL RUIN OF TOBACCO GROWERS

London "Tobacco" in the current issue says that the "hitherto unheard of prices now being paid by the big tobacco manufacturing companies of the world may prove the moral ruin of the tobacco grower of Virginia and the neighboring States. They are buying automobiles, and doing themselves well all round. Fortunately they are subjected to the tonic of having to pay out big wages. Stringers once had higher wages than the other workers on a plantation, but to prevent jealousy uniform wages have been given by farmers. The demand for stringers has been so great this season that farmers have paid them as much as $8 a day. It is suggested that the enormous prices now being paid for Virginia tobacco of the types suitable for cigarettes really ought to lead to advances in retail prices."

CANADA AND CIGAR MACHINES

Cigar machines seem to be about the whole thing now-a-days. "Everybody's doing it," according to the rumors if investigating and purchasing these machines for Canada is concerned. They're not an inexpensive stunt either, taking it by and large, for the duty costs like the twelfth letter of the alphabet, and then there's royalties and a few items "too numerous to mention." Just the same, they will go a long way towards solving the present difficulties of the tobacco trade. The main thing is that the machines will not be quitting when quitting will be hurting production, nor will they be taking holidays, either voluntary or otherwise. Production's the big item these days. Speed it up.—"Canadian Cigar and Tobacco Journal."



HE'S THE OLD RELIABLE

GRAND old "Bull". He's the best there is. He sold over 300,000,000 bags last year. You know genuine "Bull" Durham—never an enemy; millions of friends.

Genuine "Bull" Durham tobacco—you can roll fifty-thrifty smokes from one bag. That's *some inducement*, nowadays.

GENUINE

"BULL" DURHAM

10c TOBACCO

© Guaranteed by
The American Tobacco Co.
INCORPORATED

You pipe smokers, mix a little "BULL" DURHAM with your favorite tobacco. It's like sugar in your coffee.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

"MADAME BUTTERFLY" A HIT

"Madame Butterfly" is a new brand retailing for ten cents and up in this market, and which is manufactured by the Progressive Cigar Company, at 1201 Race Street, this city.

The company is incorporated for $100,000, and is headed by Max Lipschutz, president; I. A. Margolies, vice president; Morris Cravis, secretary and treasurer.

Mr. Lipschutz has been identified with the cigar manufacturing industry for a number of years with the "44" Cigar Company.

As was remarked by a man thoroughly familiar with the wholesale and retail trade, "It is remarkable that this brand should have all the ear-marks of success from the very start."

Not only does Mr. Lipschutz report big original orders, but he expresses great satisfaction with the reports of duplication. Already the output of the factory is sold and very few additional accounts can be added until the next leaf-buying season owing to the fact that the factory has just enough of the type and grade of leaf being used to see it through on the present basis until that time.

Mr. Lipschutz says that his whole idea is to put the "Madame Butterfly" brand across "big," and indications are that he is doing it.

The package itself is one of the most attractive seen in this market, and stands out in contrast among other goods.

Sam Crayder, for the past ten years associated with Max Lipschutz, has become general factory manager of the new concern.

Four delivery trucks are used to supply the local trade, and they are most attractively decorated with the brand name and butterfly emblem.

Among the out-of-town accounts opened are those with S. T. Banham & Brothers, Norristown; Durstine, Wilmington, Del.; Anthony Wonderly, Canton, Ohio; M. Wallach, of New Brunswick, N. J.

Local distributors are: Frings Brothers, Charles Krull, Peter F. Murphy, Showell & Fryer, Reeves, Parvin & Company, Wm. Bailey, Ginsberg & Kaplan, and George Parker.

Among the local cafes handling the brand are the Cafe L'Aiglon, Bingham and Vendig.

A big newspaper campaign will be put on as soon as conditions warrant, to back up the distribution.

ROMANS SMOKED LAVENDER

Sweet lavender served at one time as a smoking mixture. In 1276—before tobacco came to Europe—a Spanish writer said that "whoever smokes lavender feels active, ardent, and vigorous." Fine pipes have been dug up in Spain from Roman settlements. They show no trace of tobacco or opium, but are adorned with bas-reliefs picturing the lavender plant. So it is surmised that the Romans smoked lavender, and that their example was followed by the Spaniard.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

The Chinese Cigarette Market

A RECENT report states that Japanese cigarettes have recovered from the slump of 1917, and with thirty-eight million formed fifteen per cent. of the total imports of cigarettes from abroad, but as these cigarettes do not appeal generally to the Chinese market their increased sale is more an indication of the greater number of Japanese residing in the Province, than of victory over competing brands. Foreign cigarettes were imported to a total of 359,476,000, value $1,103,204, or $3.06 per thousand, while cigarettes manufactured in China totaled 22,625 piculs, about 1,701,875,000, valued at $1,819,548, or $1.06 per thousand. The Japanese cigarettes are entirely different in construction and aroma from the types most in favor with the Chinese, and are exported by the To-a Company, which is allowed by the Japanese Tobacco Monopoly Bureau to manufacture for export. The same company, however, has factories in China, just as one or two British and American concerns have, and plans to erect one in Tsingtau for the control of this market.

Tobacco raised from foreign seed is now a staple product in this Province, and the cigarette business exhibits one phase of the evolution through which China is now passing, in which the country is changing from a consumer of finished products to a purchaser of the appliances for manufacturing such products. It is evident that this change will affect an ever-widening group of articles, limited only by the raw materials obtainable, and the technical skill the Chinese are willing to utilize or develop. It does not appear, however, that competition with manufactured articles from abroad will be serious for several decades, the market is so vast.

CIGARETTES ADVANCED IN PRICE

The United Cigar Stores Company announces that, commencing on Monday, December 1st, the price of the following brands of cigarettes, in packages of twenty, will be twenty cents: Camel, Lucky Strike, Chesterfield, Sweet Caporal, Piedmont, Perfection, Favorite, Sovereign, Relu and London Sports.

This price will prevail without exception in all the company stores throughout the United States.

FEW ENGLISH CIGARETTES FOR GERMANY

In relation to rumors that large quantities of English-made cigarettes are being shipped to Germany, London "Tobacco" makes a specific denial.

A representative of the Imperial Tobacco Company, the largest of the English cigarette handlers and manufacturers, said that the company has had applications for millions of cigarettes from Germany, which have been refused. He says: "Why should we when there is a definite shortage of tobacco for home consumption? We need every cigarette we can produce, and there is no surplus for export to what were enemy countries a short time ago.

"There are many independent firms who do nothing but an export trade, and it is possible they are sending supplies to Germany. In any case they could be but a drop in the ocean so far as the English cigarette trade is concerned."

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers Needle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
50¢ Saves Dollars on Your Purchases
Get several quotations on what you buy. It will save many dollars. For 50c (coin or stamps) we will send a few names of manufacturers, jobbers, dealers, or individuals who sell what you want to buy.
Ross-Gould Mailing Lists St. Louis

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**3.00**
Duplicate Certificate,		**3.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WITHOUT A NAME:—41,419. For all tobacco products. October 31, 1919. Central Cigar Box Co., St. Louis, Mo.

RENSSELAER:—41,420. For cigars. November 3, 1919. Friedman & Weiss, New York City.

CALVIN COOLIDGE:—41,425. For all tobacco products. November 8, 1919. American Litho. Co., New York City.

OLE HANSEN:—41,426. For all tobacco products. November 8, 1919. American Litho. Co., New York City.

WAR ZONE:—41,427. For cigars. October 21, 1919. Pano A. Belesott, San Francisco, Cal.

EL BELESOTO:—41,428. For cigars. November 8, 1919. Pano A. Belesott, San Francisco, Cal.

SAN LUZ:—41,429. For cigars. October 24, 1919. Gradiaz, Annis & Co., New York City. Trade-mark claimed to have been used by the Lord Carleton Cigar Co., New York City, from whom title was derived by registrant on June 23, 1919.

INDIGAR:—41,430. For cigars. October 24, 1919. Gradiaz, Annis & Co., New York City. Trade-mark claimed to have been used by the Lord Carleton Cigar Co. New York City, from whom title was derived by registrant on June 23, 1919.

TAMINA:—41,431. For cigars. October 24, 1919. Gradiaz, Annis & Co., New York City. Trade-mark claimed to have been used by the Lord Carleton Cigar Co., New York City, from whom title was derived by registrant on June 23, 1919.

CAPTAIN ALVAREZ:—41,432. For cigars, cigarettes, cheroots and tobacco. November 5, 1919. Pasbach-Voice Litho. Co., New York City.

PORT OF LIEGE:—41,433. For cigarettes and cigarette paper. October 27, 1919. Royal Turkish Tobacco Co., New York City.

ALLEN BART:—41,434. For cigars. November 10, 1919. J. & L. Cigar Co., Brooklyn, N. Y.

SMOKATION:—41,436. For all tobacco products. November 8, 1919. American Litho. Co., New York City.

OUR BIG OFFER:—41,438. For all tobacco products. October 15, 1919. La Campana Cigar Mfg. Co., New York City.

ST. EARN:—41,439. For all tobacco products. October 22, 1919. The Stearn Co., New York City.

HALLBORN:—41,440. For all tobacco products. November 10, 1919. Hallborn Cigar Co., Philadelphia, Pa.

YE GREENWICH VILLAGE:—41,441. For cigars, cigarettes, cheroots and all forms of tobaccos. November 10, 1919. Max Laven, New York City.

INTERNATIONAL SPORTING CLUB:—41,442. For all tobacco products. November 13, 1919. American Lithographic Co., New York City.

SHAVETAIL:—41,446. For all tobacco products. November 13, 1919. Pottsville Tobacco Co., Inc., Pottsville, Pa.

JUST FOR FUN TRY ONE:—41,447. For cigars and cigarettes. October 14, 1919. M. Goldman, Chicago, Ill.

HAZEL KIRKE:—41,448. For cigars, and all tobacco products. November 12, 1919. American Box Supply Co., Detroit, Mich. Trade-mark acquired by a transfer from the Consolidated Cigar Corporation, New York City, November 7, 1919.

ONE-BY-ONE:—41,449. For cigarette paper books and cigarette paper tubes. November 19, 1919. Max Spiegel & Sons Co., Inc., New York City.

JOSE HYMANDA:—41,450. For all tobacco products. November 19, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

BUNDLE RUFFS:—41,451. For all tobacco products. November 20, 1919. American Litho. Co., New York City.

CELIA GRANDA:—41,452. For all tobacco products. November 18, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

TRANSFERS

GOLDEN RUSSET:—8682 (Tobacco Leaf). For cigars. Registered July 18, 1894, by F. Torrence, Springfield, Ohio. Transferred to The Bucher & Bucher Co., Dayton, Ohio, April 16, 1904, and retransferred to H. A. Brewer, Indianapolis, Ind., November 5, 1919.

OLD COLONIES:—1335 (The Association). For cigars. Registered May 23, 1883, by Levy Bros., New York City. Transferred to William Gershel, New York City, July 31, 1917, and retransferred to D. C. Kerr, Pittsfield, Mass., November 4, 1919.

SENTINEL:—588 (The Association). For cigars. Registered August 23, 1882, by Levy Bros., New York City. Transferred to William Gershel, New York City, July 31, 1917, and re-transferred to D. C. Kerr, Pittsfield, Mass., November 4, 1919.

ALCALA:—10,861 (Trade-Mark Record). For cigars. Registered September 3, 1891, by Geo. Schlegel, New York City. Transferred to A. C. Hirschfeld & Co., Inc., San Francisco, Cal., November 8, 1919.

JENNY LIND:—9579 (Tobacco Leaf). For cigar box labels. Registered January 19, 1895, by Cole Litho. Co., Chicago, Ill. Transferred to W. L. Bucher Cigar Co., Dayton, Ohio.

RED MONARCH:—18,304 (Tobacco Journal). For cigars. Registered March 28, 1896, by Alexander Gordon, Detroit, Mich. Transferred to Henry A. Gordon, November 6, 1919, and retransferred to American Box Supply Co., Detroit, Mich., November 6, 1919.

JAVANOLA:—19,454 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered January 14, 1919, by The Rigby Cigar Co., Dayton, Ohio. Transferred to The Commercial Leaf Tobacco Co., Dayton, Ohio, December, 1918, by A. M. Schaefer, Dayton, Ohio, who it is claimed is the successor of The Rigby Cigar Co., Dayton, Ohio.

WAR DRAFT:—29,492 (Tobacco Leaf). For cigars, cigarettes, snuff and tobacco. Registered April 18, 1905, by F. K. Rigby, Dayton, Ohio. Transferred to The Commercial Leaf Tobacco Co., Dayton, Ohio, December 4, 1918, by A. M. Schaefer, Dayton, Ohio, who it is claimed is the successor of The Rigby Cigar Co., Dayton, Ohio.

PETE DAILEY:—22,634 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered April 24, 1900, No. 7725 Patent Office, for cigars. Registered on July 6, 1900, and C. for cigaros, cigarettes, cheroots and smoking tobacco, in 1903, by T. J. Dunn & Co., Philadelphia, Pa. Transferred to American Box Supply Co., Detroit, Mich., by Consolidated Cigar Corporation, New York City, of which T. J. Dunn & Co. is a subsidiary. November 7, 1919.

AUGUSTE RODIN:—32,612 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered February 26, 1907, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred to Pasbach-Voice Litho. Co., New York City, and re-transferred to C. B. Henschel Mfg. Co., Milwaukee, Wis., November 19, 1919.

SARI:—30,126 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered May 16, 1914, by Kaufman, Pasbach & Voice, New York City. Transferred to C. B. Henschel Mfg. Co., Milwaukee, Wis., November 19, 1919.

EL BRAZOS:—25,691 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 20, 1913, by Kaufman, Pasbach & Voice, New York City. Transferred to C. B. Henschel Mfg. Co., Milwaukee, Wis., November 19, 1919.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

IWATA COMPANY
Finest Japanese Metal Gold Leaf
Importers and Exporters
50 Union Square New York City

STERN PATENTED CIGAR CONTAINER
A most attractive package for 5 cigars
Manufactured exclusively by
Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality
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Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
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MANUFACTURER OF ALL KINDS OF
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A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

IRREGULAR PAGINATION

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-1133 Water St., New York City

A Merry Christmas to You All

VOLUME 39 NO. 24

The TOBACCO WORLD

DECEMBER 15, 1919

Since 1887

The recognized Standard for **Clear Havana Cigars.**
Made in many Sizes.

Jenny Lind

Made of the finest **Imported Cuban Tobacco,** from the best districts, by the most skilled **Cuban Workmen,** under conditions identical to those employed by the best Havana factories.

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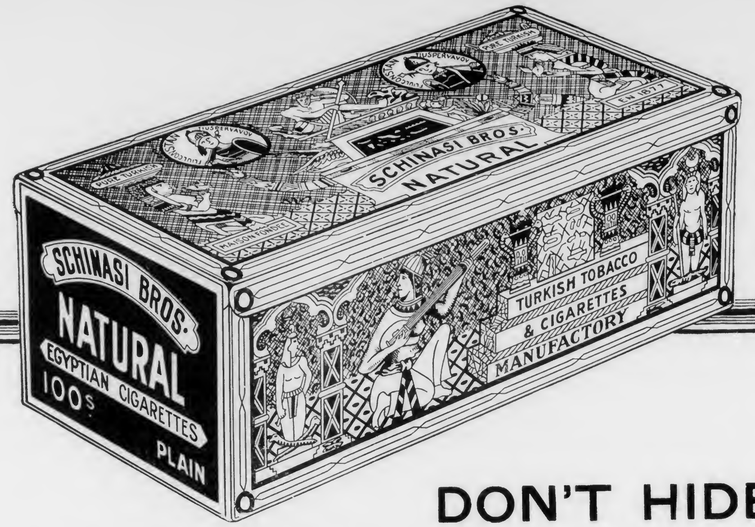

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IT amounts to *Buried Treasure* when you dealers don't display your Week-End Tins of Natural Cigarettes!

You'd be surprised at the brisk sales, that attend a conspicuous showing of these handsome tins tins that sell at a handsome profit to you. Why bury them in the case or on the shelves, when they'll sell themselves in great shape if you'll only set them out where people can see them?

SCHINASI BROS.

NATURAL

The *Original* Egyptian

CIGARETTE

Schinasi Brothers, Inc. *1790 Broadway* *New York City*

John Ruskin ⚜ FLOR DE MELBA

John Ruskin & Flor de Melba
CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

For Gentlemen
of Good Taste

San Felice

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The Deisel-Wemmer Co.,
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"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1831
DEPT. A

EL ROI-TAN

NEMO ME IMPUNE LACESSIT

PERFECT CIGARS

SOLD EVERYWHERE—GOOD ANYWHERE

PERHAPS it is pride-perhaps conscience-perhaps it is the habit of 68 years-but certainly it is good business sense that determines us to keep Cinco unswervingly up to the same standard no matter how costs go up.

2 for 15¢

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PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

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The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

BUSINESS OPPORTUNITY

CIGAR SALESMAN with broad experience and following among the trade wishes to connect with manufacturer, preferably New York or Pennsylvania, where his knowledge is appreciated. Is willing to invest if increased working capital is required. Address Box 318, care of "Tobacco World."

FOR SALE

FOR SALE—Ten New Ludington Cigarette Machines, with Automatic Feed. Communicate with Box 323, care of "The Tobacco World."

FOR SALE—STRIPPED HAVANA PACKED IN BARRELS. Send for sample, compare same with the imported, and note the enormous saving in price. Max Rosenfield & Company, P. O. Box 945, Hartford, Conn.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

1000 cigar manufacturers' bill-heads printed for $2.75 cash, postpaid. Paper cigar advertising specialties. Solliday's, Knox, Indiana.

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WANTED—CIGAR BANDS IN JOB LOTS. Prices must be close. Glenn Cigar Company, Red Lion, Pa.

WANTED—TO BUY THE OUTPUT OF A FACTORY in Pennsylvania making from 25,000 to 100,000 Class A cigars weekly. Will pay good profit. Address Box 320, care of "Tobacco World."

WILL BUY LARGE SIZE IRON MOLD PRESSES. Give particulars and price. Address Box 317, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

MANUFACTURER in the market for quantity of cheroot molds No. 4049. Write Box 321, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 39 | December 15, 1919 | No 24

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pokradouni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

SIMPLEX PACKING DEVICE

FOR 1/20 ROUND CANS OR GLASS JARS

OPERATION—Place bundle of fifty cigars in clamp over revolving table and straighten them. Clamp by handles and place in press—after pressing, place over can or jar and release handles, and use plunger to push the cigars into cans. The cigars get a uniform circular pressure—absolutely no breakage and will pack 15,000 cigars daily.

TIN CANS-all sizes. Plain, Lacquered or Lithographed.

CEDAR LININGS-Our Linings are air dried after cutting. No shrinking, moulding or spotting.

American Box Supply Co.
383 MONROE AVENUE
DETROIT, MICH.

We have over *One Million* sets of Labels with bands on hand for immediate delivery which are offered much lower than regular prices.

On 30 Days Trial

Wolverine CIGAR MACHINES

REDUCE YOUR LABOR AND BINDER COSTS

$25.00

WOLVERINE BUNCH BREAKERS save 35% of the binders
WOLVERINE BUNCH BREAKERS greatly reduce labor costs
WOLVERINE BUNCH BREAKERS make any size or shape bunch
WOLVERINE BUNCH BREAKERS will not twist the filler
WOLVERINE BUNCH BREAKERS make experience unnecessary

By Prepaid Express to You on 30 Days Free Trial

WRITE FOR ONE TODAY

West Michigan Mach. & Tool Co., Grand Rapids, Mich.

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S **COUNSELLOR** CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

Volume 39

THE TOBACCO WORLD

Number 24

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, December 15, 1919 Foreign $3.50

The Spirit of Christmas Is Abroad Emphasizing the Brotherhood of Mankind

CHRISTMAS is in the offing and when it arrives it ought to be the happiest, merriest Christmas we have known. But we have a world full of pessimists and the result is that we are approaching this festival as if it were a funeral. Let those who insist on maintaining this mood have a funeral and bury their gloom and distrust of their fellowmen in the deepest pit they can dig, and then join with the optimists in rejoicing.

As the day approaches it seems hardly possible that we can continue to feel downcast when the very air is charged with the tidings, "Peace on Earth, Good Will toward Men." The spirit of Christmas is abroad and men are giving and forgiving, emphasizing the brotherhood of mankind.

Some of us overlook the fact that times and conditions are constantly changing. The processes have been slow but sure. We have seen the world plunged into a great war. Years have elapsed and during that time our thoughts and energies have been concentrated on the conflict and success. We have emerged from the war dazzled with the victory.

Now the scales are falling from our eyes. The changes that passed almost unnoticed during normal times kept taking place during the war. We were not thinking about them and they passed almost unobserved. We face the problem of restoring the world to a normal life. We hear and see many strange things. These are the changes that have been going on. We fail to recognize them. We wonder if we can meet them successfully.

What is happening today would have happened just the same. The changes would have been slower, perhaps, and we would have noticed them from time to time.

Now that the curtain of war is lifted and our minds are relieved, we see great changes, and are disturbed by them. The old order is changed. Systems and methods are thrown on the scrap heap. We must meet a new condition, and meet it we will, courageously and successfully.

It was not meant that civilization, slowly and carefully molded through the ages, should crumble before the changes of a few years. We have our culture, our intelligence and our reasoning power for the purpose of meeting just such problems—and conquering them.

The world is growing older, civilization is growing better, but for every advance there is a price which must be paid. Every generation has faced a similar condition and has left posterity better equipped to face its problems.

If we have cast aside those things which were of value and which should have been retained, some one will be born to reclaim them for us again.

Just as water seeks its level, so does the progress of civilization. On one side of the curtain of war men have been thinking and planning how best to meet the problems they have been seeing and facing. On the other side men have been planning and thinking of entirely different things. When the curtain is drawn and we come face to face, one class with the other, we realize how far apart we have drifted.

Just as a chain is no stronger than its weakest link, so civilization is no stronger than its weakest people. The truth stands revealed and we are astounded and disturbed.

The spirit of Christmas draws us closer to each other. We are more approachable, and in this attitude of mind we often find a common meeting ground. And on this ground we begin to build again.

Other generations have said we could never navigate beneath the sea or fly like a bird in the air. Now that we have accomplished these things how foolish their predictions seem.

We have done the things that we thought we could never do. And so in facing the problems of today we deny the truth if we say in our hearts that they cannot be solved.

With a supreme faith in mankind let us have a Merry Christmas, firm in the belief that the message that has come down to us for more than nineteen hundred years means all that it foretokens.

"Peace on Earth, Good Will toward Men."

A LITTLE CANDY SIDE LINE

By Frank Farrington

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MANY cigar stores have candy departments that are almost as important as the tobacco feature. They are cigar and candy stores rather than cigar stores with a candy side line. It is not this sort of a combination that I have in mind just now. It is rather the regular cigar store, or even cigar "stand" where popular-priced pocket packages of candy are sold distinctly as a side feature.

There is no reason why any cigar store should not pick up a very considerable clean profit in the year by handling a carefully selected stock of package candies up to 25 cents in value.

These goods, especially the nickel and dime lines (or what used to be sold for 5 and 10 cents) are compactly packed in attractive display cartons which may be shown on top of the counter or showcases, perhaps in space that is otherwise not used.

There may be a corner, a big pillar or post, or some other space where shelving can be placed to display an assortment of these candies. They should be located where they will be under the eyes of as many visitors as possible, and where they will be within easy reach of the salesman. The low prices brought by such sales perhaps do not admit of using much salesmanship to get the money. The goods should be made self-selling, and if they are displayed properly they will sell themselves.

Don't try to use too large a variety of these goods, but pick the popular sellers, the ones that are widely advertised and the brands that are known to everyone. The line should include a variety of chewing gums that are in demand, milk chocolate and chocolate almond bars in two sizes at least, lemon drops and other fruit lozenges, also in season several kinds of advertised cough lozenges, horehound drops, licorice drops, etc. There has come into popularity in the last few years a varied assortment of small hard candies, wrapped in vest pocket rolls to retail for a nickel. These are obtainable in several makes in a number of flavors and men pick them up wherever they find them. Scarcely a man but buys more or less of them, and nearly all smokers carry them. There is no reason why they should not be obtained over your counters.

Salted peanuts, of course, go with these other lines and you can get the best in a widely advertised brand to sell in little paper envelopes.

The closing of saloons has had an inevitable influence in stimulating the sales of candy because sugar is usually craved by men who do not or cannot drink. Men who do not use alcoholic liquors are usually candy eaters. This gives you a chance to increase the amount of saloon money coming into your cash register.

The handling of this small package candy trade is practically without increased expense to you. The goods sell themselves, requiring so little of the salesman's time that you can handle a considerable volume of that business without any increase in your selling force. The goods are not of the sort to run up into money very fast, so your investment in stock is increased only a small amount. You have no greater overhead expense for carrying this line. It practically works out that you get just that much more business on the same old expense. And the stock turns over so often that it nets you a very appreciable amount of profit in a year, to say nothing of giving the men one more reason for coming into your place of business.

In order to make the line sell it must appear as attractive as possible. It will not help the prestige of your store to have cartons of these candy lines on exhibition with soiled packages, torn edges, or untidy appearance of any sort. You keep your cigar stock looking spick and span and of course it is easier because it is all under cover, but the display cartons of candy are probably out where men can help themselves to the goods, and they are subject to dust and frequent handling. They require special attention in order to keep them looking neat.

You will find that when a carton gets down to where there are only two or three packages left, some customers will hesitate about taking those last ones, and you will find, too, that when the bottom layer is broken there will often be found to be dust and dirt in the bottom of the box that did not show before. Clean out these cartons often enough so there will be no untidy look even to the last piece in the box. The goods must be kept fresh looking if you expect to sell them.

Get in touch with the manufacturers of such candy and ask them for samples and a price list. And while you are to keep in stock all the time the well known, popular pieces, you will find it worth while to watch for novelties and offer something new at frequent intervals. Don't waste time trying to make these new things popular, steady sellers. Leave it to the manufacturers to do that with their advertising. You sell what will go over the counter without pushing, and add the novelties just for the sake of their novelty and don't repeat on them unless you are sure there is a real demand by the people who have bought before. Many a novelty will sell out once or twice to men who try it because it is new, but because nobody asks for a second supply there will be no continuing sale.

The picture on the package, the wrapper, has nothing to do with the quality of the contents perhaps, but the wrapper has a good deal to do with the goods selling themselves. The most attractive package, everything else being equal, will be the one that sells, and when it comes to picking up a pocketful to take home to the kiddies, appearance counts even more.

You will probably find, after trying the nickel and dime proposition for a while, that you can sell some of the better packages and the tendency will be to branch out into higher priced goods. Do this very slowly. Don't allow some clever salesman to induce you to buy a supply of more expensive packages before you are ready to make that plunge, or you will find yourself with a lot of shop-worn, fly-specked pound and half-pound boxes of candy on hand that look about like the railroad newsstand stuff, and nobody willing to buy them at any price.

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Tobacco Taxes Pass Two Hundred Million Mark

Washington, D. C.

TOBACCO has become one of the greatest sources of revenue for the Government, declares the Commissioner of Internal Revenue in his annual report to the Secretary of the Treasury. This is a natural development on account of the relative importance of the industry in colonial times and the fact that public opinion has come to regard articles of this class as proper subjects for taxation, he asserts. As the needs of the Government have varied from time to time, so have the taxes laid on this product been raised or lowered to meet the need. The law of 1917 for the first time since taxes on cigars have been payable by stamp applied the principle of graduated taxes according to value and based the tax upon the retail value.

An important change under the 1918 law is the strengthening of the provisions governing the business of leaf dealers. This is accomplished by bonding each dealer in leaf tobacco and requiring him to file inventories annually and reports monthly. This provision of the law gives to the Government the control and regulation of the raw material necessary to insure the collection of internal revenue taxes on the manufactured product in an equitable manner and the detection of frauds and violations. The enforcement of the regulations in reference to leaf dealers was to take effect April 1, 1919, but owing to the difficulties involved in instructing dealers as to the new requirements this date has been moved forward and the regulations will become effective December 1, 1919.

The total receipts from all tobacco taxes during the fiscal year ended June 30, 1919, were $206,003,091.84, an increase of $49,814,431.94, or 31.8 per cent., over the preceding year. The Revenue Act of 1918, which became effective February 25, 1919, increased the floor tax to $13,027,306.11, an increase of $7,465,072.41, or 134.2 per cent. The number of returns under this provision has been approximately 823,000, compared with 300,000 under the previous law. This increase is due largely to the fact that the law of 1918 makes no exemption as to small quantities of tobacco and tobacco products on hand.

That the total amount of revenue collected during the fiscal year did not reach the amount estimated for that period is due to the fact that considerable quantities of tobacco were withdrawn tax free for the use of the Army and Navy, and that production was somewhat curtailed on account of the almost unprecedented transportation shortage due to the withdrawal of these facilities for war uses, to labor shortage in the early part of the fiscal year, and, during the latter part, to labor unrest. Then, too, the revenue law did not become effective at as early a date as was contemplated when the estimates were prepared. With these conditions eliminated, and the tobacco business re-established upon a normal basis, it is estimated that the revenues for the fiscal year ending June 30, 1920, under the present law, should approximate $275,000,000.

The largest increase over the preceding year on any one item of manufactured tobacco was on cigarettes weighing not over three pounds per thousand. The tax collected on this item was $90,440,806.73, an increase of $24,069,845.28, or 36.3 per cent. The smallest increase was on little cigars on which $925,016.61 was collected, an increase of $49,289.41, or 5.6 per cent.

The receipts from special taxes imposed on manufacturers of cigars, cigarettes, and tobacco amounted to $789,109.03, an increase of $250,622.27, or 46.5 per cent. The new rates under the 1918 law did not become effective until January 1 1919, consequently the increase here shown does not represent the increase due to the new rates for the whole fiscal year, as all collections before January 1 were under the 1916 law.

There were imported during the fiscal year 76,109,335 packages of cigarette paper subject to tax, and the domestic manufacture of this paper amounted to 255,652,397 packages, and the cigarette tubes to 750,262 packages. The tax on the imported paper amounted to $859,327.28 and on the domestic paper and tubes to $161,204.74, or a total of $1,020,532.02, an increase of $589,149.78, or 136.6 per cent. over the preceding year. As no tax was collected upon these items during the fiscal year 1918 until November, and due to the fact that the new rates under the law of 1918 were not effective until February 25, 1919, the increase here shown is not an accurate index of what the new rate will produce as compared to the old for the yearly period. The receipts from additional taxes on account of stamps in the hands of manufacturers of cigars and cigarettes were $563,798.30, an increase of $90,661.12, or 19.2 per cent.; and from additional taxes on account of stamps in the hands of manufacturers of tobacco and snuff $362,176.52, an increase of $116,067.80, or 47.2 per cent.

The number of manufacturers of cigars, cigarettes, tobacco, and snuff and the dealers in leaf have steadily decreased during the last six years, with the exception of the number of snuff manufacturers in 1915 and dealers in leaf tobacco in 1915 and 1916, when there were small increases. This is shown in detail in the following table giving the number in each class of business on December 31 of each year 1913-1918, inclusive:

December 31	Cigars	Cigarettes	Tobacco	Snuff	Dealers in leaf tobacco
1913	19,841	447	2,766	68	4,004
1914	16,754	381	2,364	68	3,164
1915	15,732	367	2,214	71	3,497
1916	14,576	311	2,085	67	4,139
1917	13,217	311	1,915	61	3,668
1918	11,291	263	1,803	60	3,092

The rapid increase in the number of cigarettes manufactured compared with the number of cigars shows an important tendency in the industry. In 1910, for the first time, the number of cigarettes manufactured was greater than the number of cigars manufactured, their approximate numbers being 8½ billion cigarettes and 8 billion cigars. Since that time the number of cigarettes has increased very rapidly, while that of cigars has shown no material change. In the past year the number of cigarettes was 46½ billions, while that of cigars was approximately 8 billions, as in 1910. Last year, for the first time the number of pounds of leaf entering into the manufacture of cigarettes totaled more than the number of pounds of leaf entering into the manufacture of cigars, the two numbers being approximately 177,000,000 pounds and 162,000,000 pounds, respectively.

Hotel La Salle Reduces Rates

CIGAR manufacturers, salesmen, and members of the tobacco industry who visit Chicago owe a certain obligation to the man who is honestly trying to cut the cost of living.

We commend to the attention of the trade E. J. Stevens, manager of the La Salle Hotel in Chicago.

Despite the fact that the hotel has been doing a record business for months and could take no more patronage, Mr. Stevens has voluntarily attacked the cost of living by *reducing* room rates and restaurant charges. He has reduced $10 rooms to $7. $2.50 rooms have been reduced to $2. Reductions range from 50 cents to $8 a room or suite.

In the dining room the table de'hote luncheon has been reduced from $1 to 75 cents, and the minimum price on the a la carte menu from 75 cents to 45 cents. Oysters have been reduced from 40 cents to 25 cents, and every entree has been cut at least 10 cents.

Any hotel manager who has the nerve to come out and take such a step as this deserves the support of every man who is interested in restoring prices to a more equitable level.

We urge the entire trade to take cognizance of what Mr. Stevens has done.

In this connection we would call attention to some of the profits in the restaurant business as set forth recently in the House of Representatives by Mr. King of Illinois.

Mr. King was condemning the House Office Restaurant which he says was established for the clerks, stenographers and secretaries and other employees of the House "who can ill afford to pay the enormous and outrageous charges inflicted there."

He took the matter of that homely dish, corned beef and cabbage, which sold on the day mentioned for 50 cents. He showed that the actual cost was 8.05 cents. He allowed 100% for handling and still showed a net profit of 212%. In regard to a lettuce-chicken sandwich he gave figures to prove the actual cost to be 4.58 cents. He allowed 100% for handling and showed that the net profit from this transaction to be more than 250%. The sandwich sold for 35 cents.

Where the ordinary individual comes in contact with prices such as these it is not to be wondered at that he feels the need of higher wages. We base the observation not so much on the retail price of the article as on the outrageous profit accruing to the restaurant proprietor.

Anyone who makes a sincere effort to deal honestly with the public in the matter of the necessities of life deserves all the support that the public can give.

Trade Warned Against Buying Unstamped Tobacco Products

Washington, D. C.

REPORTS that tobacco, cigars and cigarettes, recently issued by the War Department to commissaries and post exchanges for sale to men in the Army and Navy, on which no taxes have been paid, have been purchased in large quantities by enlisted men and sold to tobacco dealers, are now being investigated by the Treasury Department, and a warning has been sent out that any stocks of tax-free tobacco, cigars or cigarettes found in the hands of retail dealers or others not authorized to handle such goods will be confiscated.

In order that they may incur no liability, purchasers of packages of tobacco and boxes of cigars and cigarettes have been advised by the department to see that they are properly stamped. The absence of the stamp is prima facie evidence that the tax has not been paid.

These goods, according to officials, were originally intended for export to France, where they were to be distributed among men on the firing line, but the cessation of hostilities made it necessary to change this plan, and some of the stock was turned over to commissaries and exchanges for sale at cost to men in this country. As export goods, these products are tax-free.

Recent reports were to the effect that some of the enlisted men, scenting a chance to make a little easy money, were purchasing stock in large quantities and disposing of it to civilians at a profit but below the market price. The civilian buyers in turn, in many cases, are alleged to be reselling the goods to retail customers. All such violations of the internal revenue laws, the department states, will be vigorously prosecuted.

Heavy penalties apply both to purchaser and seller. Any person who purchases or receives for sale manufactured tobacco, cigars or cigarettes which have not been stamped according to law is liable to a fine of $50 for each offense. The penalty for the sale of manufactured tobacco without proper stamps affixed and canceled is a fine of not less than $1000 or more than $5000, and imprisonment for not less than six months or more than two years. With respect to cigars and cigarettes the penalty is a fine of not less than $100 or more than $1000, and imprisonment for not less than six months or more than two years. Stock not properly stamped is subject to seizure and forfeiture.

The penalties, it is stated, would apply in the case of any man in an army or navy service who sold unstamped tobacco obtained at commissaries and army posts.

A Xmas Thought for the Salaried Man

SEVERAL national magazines have dealt very thoroughly with the present situation of the salaried employee, the great neutral class between the employer and the worker.

It has been shown conclusively that the average salaried man has less today than ever before and there is no harm in seriously directing the attention of employers to this class, which is the backbone of the nation.

The most careful students of economics state that unless the salaried man is receiving one hundred per cent. more than he did in 1914 he is living hopelessly below his standards or heavily in debt, or both.

No employer can afford to overlook the fact that all this has a very definite influence on the value of this class of people to his business. Debt is not only depressing but it upsets the equilibrium of the home and seriously affects the efficiency of the man.

The National Industrial Conference Board states that the average wages of men in the eight leading industries of the country, measured by the average hourly earnings, have increased all the way from 74% to 112%. Increases in weekly earnings of men ranged from 62% to 110%. The average results are based on payroll data for one week, usually the third week in September, for the years 1914 to 1918, and for the first week in March, 1919. Average hourly earnings of females increased in the same period from 60% to 111%. Average weekly earnings increased from 55% to 125%.

We doubt very much if the earnings of the salaried population would show an average increase of the minimum figure received by the industrial workers.

The salaried employee represents not only the substantial class of this country but also the intelligent citizen. He is better educated than the worker. He has a higher standard of living. He is not easily swayed by empty words, but he is a thinker. Above all things he is patient.

But an indication of what is going on in the mind of the salaried man is taking shape in the formation of different associations of those working for a salary.

Tom Mann, one of the four great British labor leaders, says: "There are now only plutocracy and democracy. In the coming struggle the middle class must decide to which they belong."

This statement is undoubtedly true. And the under-salaried employee today constitutes a menace, not because of the individual condition but because the standards of living of a great and influential part of the population are gradually being lowered. The man who is held down becomes a discontented citizen, falls in with wrong ideas and is apt in the end to cast his influence in the wrong direction.

G. W. Casse, another British labor leader, says of the salaried man: "They are patient asses who bear most of the burdens of state and do not even bray in protest."

Labor is not overlooking the opportunities afforded by present conditions among the middle class, and with the growth of the struggle for supremacy there is no question but what they will make a heavy play for the sympathy and support of the salaried population.

With eggs at $1 a dozen and butter $1 a pound, to say nothing of the current prices of shoes and clothing, no employer who seriously looks after the welfare of his salaried employees can neglect to do whatever he can within his means for them.

This condition is not peculiar to any individual or firm, or to any industry, but it is a serious problem affecting the welfare of the nation.

The spirit of Christmas gives an opportunity to do voluntarily for the salaried employees what has been and is being forced by the worker.

Two and Three-Quarters Per Cent. Tobacco?

Washington, D. C.

COMING soon—2.75 tobacco. You can't get a jag on 2.75 "beer"; soon you won't be able to get dizzy on 2.75 tobacco. Like the near-beer, however, near-tobacco will have a drawback—it will neither smell nor taste like the real thing.

"Now that the reformers have made this country dry, they are turning their attention to tobacco, and smokers may have to face the necessity of taking to near-tobacco to appease their craving for the weed, just as drinkers are forced to resort to near-beer for something resembling old-time liquor," said H. Edwin Forse, of New York, a recent visitor to Washington. "It is reported that scientists, realizing that the 'vile weed,' as Sir Walter Raleigh knew it, is doomed, have already taken steps toward perfecting a nicotineless tobacco. Experiments so far have failed to produce tobacco entirely free from nicotine, but have succeeded in reducing the 'voltage.'

"The method employed is said to be plant selection, such as Luther Burbank used with various fruits and flowers. A row of plants is set out and grown and their blossoms covered with paper bags to prevent cross-pollination. When the plants are ripened, they are gathered and analyzed and the seeds from the plants showing the lowest percentage of nicotine are saved, and the process repeated. Growers of the tobacco used to make the famous Pittsburgh stogies are said to have reduced the nicotine content of some cigar leaf plants from 3½ to 1¼ per cent., and they expected to keep on until they reduce it to a fraction, something like one-tenth of one per cent. beer. The only drawback to this 'kickless tobacco' is said to be in the aroma and taste, neither of which is improved by the denaturizing process."

LEAF MARKET JOTTINGS

IN Lancaster County, the estimate of the United States Agricultural Department shows a decrease of about ten per cent. in quantity, for the year, and in some sections a considerable inferiority. Both factors seem to have been balanced financially by ready demand and quick sales. As everyone knows, the growers have suffered considerably from deterioration by holding back the crop.

It is thought that not more than ten or fifteen per cent. of the crop remains unsold at the present time, and the sections not canvassed during the big drive are full of buyers. Naturally, such a condition produces a holding back and 20 cents for wrappers will surely be the result. Some packers figure that from 20 to 21 cents has been paid for all wrappers of fair to good grades.

As to fillers, they brought from 3 to 5 cents in 1918, and from 6 to 10 cents in 1919. There was a notable absence of Southern buyers this year, which is explained by the notion that they had all they could attend to in their own country. They generally try for a portion of the Pennsylvania crop.

It is easy to estimate the advance that the buyers will have to get to come out with a profit, so that the price will be over 30 cents, while the present standard price for 1918 is about 23 cents, and what little 1917 is in the hands of dealers has been selling for more than 30 cents.

The big cigar firms have plenty of 1917 and a lot of older tobacco in their warehouses, so that this year's drive indicates a conviction on their part that the cigar market will continue on the boom at least for a few years longer.

A leading manufacturer who has several factories in the Lancaster district and elsewhere, has stopped all of his retail sales until December 26, on account of the difficulty of filling the rush of orders already in.

The conclusion of the matter is that those who want any of the remainder of the Pennsylvania crop had better get busy, as the growers do not seem disposed to pack their own crops or keep them hanging on until the late spring, as they did last year.

In Wisconsin about three fourths of the crop has been sold and buying, while not to be called brisk, except in the lower grades, is very steady. In all sections of the State the low grades have been snapped up at 17 cents, the top figure of the last drive. Leaf classed with the binder group has brought from 22 cents to 30 cents. The remnants of the 1918 in the hands of the growers bring from 20 to 30 cents.

The "Wisconsin Tobacco Reporter" says: "That the Wisconsin 1919 as a whole has a very good chance of being cleaned up before spring, was not anticipated by anybody a month ago; now it looks as if it will not have to wait that long to part company with the growers. It is undoubtedly good policy on the part of the growers to let their 1919 go as long as the sliding is good; to hold it for something better to turn up next year may be taking a long chance."

From the same authority, always a reliable one, we learn that the five hundred acres of tobacco raised in Minnesota brought a top price of 22 cents, and an average considerably less. We had thought that tobacco growing in Minnesota was merely experimental.

Speaking of the Wisconsin crop, the editor says that "the 1919 buying was conducted along lines of legitimate commercial transactions, supply and demand, plus the quality of the article, governed the price. The purely speculative element did not at any time determine the course of the market.

"The consumers of tobacco products are willing and able to spend their money at the increased cost of the goods. They want it; they want it quickly and lots of it. As long as these conditions prevail the game is good, and all is well."

The Bureau of Crop Estimates, of the United States Department of Agriculture, in its survey of the 1919 New England cigar leaf production, makes the following estimates: Massachusetts, 1540 pounds per acre; production, 15,400,000 pounds. Connecticut, 1560 pounds per acre; production, 38,000,000 pounds. Variety average yields are: Shade, 1117 in Massachusetts, 1150 in Connecticut; broad leaf, 1788 in Massachusetts, 1717 in Connecticut; Havana, 1591 in Massachusetts, and 1600 in Connecticut.

About eighty per cent. of the Connecticut Valley crop was sold in the first few weeks of buying. The Ellington Tobacco Growers' Association, at a recent meeting, stated that a large number of growers had sold their 1919 crops at prices ranging from 35 to 45 cents in the bundle.

In the East Windsor district the top price average was 65 cents a pound, with a minimum of 50 cents. At Glastonbury 18 acres sold for 60 cents a pound.

In the Southern leaf tobacco market there has been little change from prices quoted previously. Greenville, N. C., quotes $73.04 per 100 pounds; Rocky Mount, $70; a Fort Barnwell farmer marketed 390 pounds for $474.20, an average of $121.59 per 100 pounds; a Beaufort County (N. C.) farmer raised 6162 pounds of tobacco on five acres of land and sold it for $5143.22.

These and other high prices that are being received in North Carolina have caused a drive into the

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Tampa Women Packers Bring Suit

TAKING a leaf out of Uncle Sam's little book—very prominent a few days ago in the coal strike—County Solicitor R. E. L. Chancey has brought criminal charges of conspiracy against three manufacturers and ten of the leaders of the Pickers and Packers Society and the four hundred members of the society, alleging that they conspired to cause the discharge of American girl pickers and packers from the J. W. Roberts & Son, the Val M. Antuono and the Tampa-Cuba cigar factories. The girls were discharged following their refusal to submit to an examination as to their efficiency at the hands of the Spanish Pickers' and Packers' Society's committee after the three factories had been forced to sign the packers' "closed shop" agreement, as reported on the first.

The girls maintain that President Perkins of the Cigarmakers' International, in granting the charter to the Spanish pickers and packers, did so on the understanding that the girls would be accepted as charter members—and they are exhibiting letters from Mr. Perkins to that effect. The letters make no mention of examination or any test before the girls become charter members, but the officials of the local Spanish society state that the examination must be passed anyway. The only girl who offered her work for the examination was rejected.

The information filed by Solicitor Chancey alleges:

"Mariano Alvarez, Enrique Pendas, Laureano Torres, Ricardo Alvarez, Donato Martinez, Giovanni Vaccaro, Manuel Gonzalez Fernandez, Manuel Garcia, Francisco Martinez, Manuel Fernandez, Charles M. Escassi, Julio Huerto and E. V. Perez, on November 8, with each other and more than 400 other persons, members of the Society of Pickers and Packers, did unlawfully conspire, confederate and agree to cause and procure the Tampa-Cuba Cigar Company, J. W. Roberts & Sons and the C. H. S. Cigar Company, to discharge from employment in said corporations Rose Hendrix, Sallie Painter, Bessie Sterick, Bessie Simon, Leta Young, Emily Johnson, Carmelina Buzzetti, Mrs. Ada Thomas, Myrtle Ambritton, Lucy Gould, Martha Gouch, Mary Alonzo, Elizabeth R. Watts, Roxie Post, Mema Rush, Mrs. Glynn Watts, Rena Capa, Onedo Taylor, Rebecca Johnson, Alice Cothram, Leila Barber, Irene Kosia, Mrs. Amelia Mensque, Nona Carbera, Mrs. A. B. Filigano, Mrs. H. E. Williams, Mrs. H. Walker, and Mrs. Monrose."

The second count of the information charges the defendants with conspiring to prevent the women named above from obtaining employment as pickers and packers in the three factories named.

Mariano Alvarez is manager of the A. Santaella factory here, Enrique Pendas manager of the Havana-American plant, and Laureano Torres of the Sanchez & Haya factory. The including of the manufacturers in the conspiracy charge, it is believed, comes from charges that the Spanish manufacturers here offered work to the cigarmakers at the three factories involved originally if they would strike at the behest of the packers and pickers.

Immediately following the criminal charges, several of the girls who lost their positions have filed suits for $5000 each against the same principals, charging that they sustained damages from loss of work through the alleged conspiracy.

And in the meantime the local factories—though the streets are full of rumors of an impending general strike, which is denied at the labor temple—are working full speed to catch up with Christmas orders and the new year will see at least two, and maybe more, new factories in operation.

The boycott against local merchants has been suspended for ten days following action of the fair price commission in forcing the marking of all goods at a lower margin of profit. An observation period, the subsistence committee calls it, to allow the workers to judge for themselves the effectiveness of the commission's work. They will vote at the close of the ten days on lifting the boycott permanently or restoring it. And in the meantime, after four weeks of no buying, the Latins are staging an orgy of purchasing that has never been equaled here. Last Saturday night, the first day of the "observation period," stores along Seventh Avenue had to close their doors against the crowds and allow persons to enter, only when someone already inside went out.

G. F.

A New Wholesale House

A new wholesale cigar jobbing house under the firm name of Baum & Neely, Inc., with a capital of $60,000, will be located at 1323 Arch Street. The building is being handsomely fitted, is in the business center and its humidor has a capacity of a half million cigars.

The head of the firm is Is. Baum, former manager of the cigar and tobacco department of Reeves, Parvin & Co., which had a remarkably successful development under his supervision. Mr. Baum will be exclusive manager of the business.

Among the brands featured will be Blackstone, El Verso, San Felice, New Bachelor, Judge's Best, La Palina, Benson & Hedges, Mi Favorita.

Soda Fountains For Cigar Stores

THIS is the time when every progressive merchant is looking about to expand his business. Not only because this is a fundamental principle with the progressive man but because times and conditions make it imperative that every jobber and retailer add such lines as will fit into his business and at the same time increase his profits.

With the passing of the saloon we wonder how many cigar dealers have considered the possibilities of the soda fountain as a logical accessory to the cigar and candy business.

It seems reasonable that the man who buys a cigar, if he is thirsty will just as soon buy his soda in a cigar store as in a drug or confectionery store. We doubt if the confectionery store will ever get as big a proportion of the increased demand for fountain drinks as the cigar store, for the same reason that the cigar store will never be able to get very many women patrons.

Now there are thousands of cigar stores that can never profitably install a soda fountain for the reason that the size of the store or the location, or both, operate against them. But there are thousands of cigar stores that can install soda fountains and there are hundreds already entering this field.

The "United" started with soda fountains in the "dry" states of the South. Evidently the result was encouraging, for they have installed them in stores in northern cities, including New York. Some of the retail branches of the General Cigar Company, including the Gunst chain on the Pacific Coast, have installed fountains. Smaller chain store owners have followed this lead.

Now this does not by any means indicate that any cigar store can do a successful business with a soda fountain, but it does mean that the retail trade is getting somewhere.

In the first place, these chain stores are located in populous cities and the stores in which the fountains have been established are practically all corner locations. Further, they have the available space without doing any great injury to their displays of cigars and candy.

But the larger retail stores are going into this line, and apparently with success. Cigar stores with pool rooms are showing considerable interest in the soda fountain business and this phase of the retail cigar store is beginning to attract considerable interest among soda fountain manufacturers.

This of course does not mean much to the average small retail dealer. Yet if he will go into the foreign section of any city he will find a one or two spigot soda fountain in a high percentage of the cigar and candy stores.

The trade of the average retail store is created by building up a personal following among smokers. There is no good reason why this same effort should not be put forth to increase the trade of these customers through the soda fountain. And at the same time the opportunity presents itself to win additional trade from non-smokers.

An essential of any dealer who goes into the soda fountain end of the business is that he keep a clean and neat appearing store. The Greeks and Italians and other nationalities may be able to eat and drink amid the most picturesque scenes of uncleanliness—but not so with the American, and particularly with the female of the species. We do not hold out to the retail dealer any rosy picture of women patrons, but we do feel very sure that the right kind of a retail cigar store with a soda fountain can earn more than the interest on his time and money with the masculine sex.

Now another reason why the retail cigar dealer with the proper location ought to look into the matter of soda fountains, is the consumer demand that is being and will be created with national advertising.

Already vast sums have been spent in trying to create a market for new soft drinks—but about the only effect that we can see so far is to get a man to try it once and then have him come back and ask for some old-fashioned drink like root beer or a chocolate soda. In other words, it has created at a psychological moment a great many new patrons for soda fountains, but in the majority of cases has boosted the sales of the old-fashioned drinks and not the new ones.

Now, the soft drink people are not going to stop there. There are scores of new drinks to come and many of them will be as heavily advertised as some of those in the past. The cigar dealer with a soda fountain is going to get a general benefit from this advertising in the way of new customers and it won't operate particularly against him if he doesn't handle every one of the new beverages that have made their appearance since that fatal July 1st.

The "watta yuh goin' to have" won't be such a dead language after all if the retail cigar dealers wake up and start something.

Now when the ghost is laid sometime in January, 1920, these corner locations, formerly referred to as "Lighthouses of Hell," are going to blossom out as honest-to-God drug stores, or soda and confectionery stores and perhaps cigar stores and pool rooms. And all of these birds are going to handle cigars, and it is going to cut into the sales of some cigar store somewhere in the neighborhood. What is more, most of them are going to have soda fountains and the cigar stand in a store with a soda fountain is going to work out just as the cigar stand in a restaurant.

Now the more additional lines a dealer handles the better able he is to distribute his overhead. This may not mean anything to some, but it will mean something to the progressive merchant, for that is a thing he watches closely. And the other kind of a store that handles cigars figures exactly the same way.

It may interest the cigar store proprietor to know that of all the outlets for cigars in the country those classified as cigar stores represent less than 25 per cent. of them. We have read a lot of damfool statistics published by different journals, and including some of our contemporaries who talk of the cigar outlets in seven figures.

(Continued on Page 20)

WILLIAM DEMUTH MARRIED

William Demuth, secretary of Wm. Demuth & Co., and Miss Ernestine Mayer were married late in November and are traveling in the South. Later they will reside in New York. Mr. Demuth, recently released from active service in the United States Navy, will reassume his activities in the business where he was in a position of high responsibility.

MRS. HARRY BLUM DEAD

The sympathy of his many friends is extended to Harry Blum, in the loss of his wife who died recently at his home, 214 Kingston Avenue, Brooklyn. Besides her husband, Mrs. Blum is survived by two sons, Julius and Joseph, and a daughter, Ruth.

To the Trade and to Our Customers in Particular

We Extend the Season's Greetings

TO OUR CUSTOMERS WE WISH TO EXPRESS OUR THANKS FOR THE CONSIDERATION WHICH THEY HAVE SHOWN US DURING A PERIOD WHEN CONDITIONS PERMITTED ONLY PART SHIPMENTS OF THEIR GENEROUS ORDERS.

MORRIS D. NEUMANN & CO

PHILADELPHIA PENNSYLVANIA

Superb Havana Cigars

Antonio & Cleopatra

MADE IN

TAMPA, FLA.

TRADE NOTES AND NOTICES

MAXIMILIAN STERN, for many years one of the leading New York and Havana operators in Cuban leaf, will retire from active business on January 1, 1920. The business will be reorganized as Maximilian Stern, Incorporated, in charge of his long-time associates, Milton Samuels, who will be present, and Charles W. Duignan, who will be secretary-treasurer. The warehouse in Havana has a capacity of 30,000 bales of tobacco. We regret to state that Mr. Stern's retirement is due to a lengthened period of ill health.

Ben Lesser, vice-president of the Havana Production Company, died at New Rochelle, N. Y., on November 30, aged fifty-two years. Mr. Lesser traveled for Simon Batt & Company, F. Leozano & Brother, and Marcelino Perez & Company. Later connected with the house of Salondor Sanchez in Tampa, he participated in the organization of the Havana Production Company and became its vice-president.

It is announced that the General Cigar Company has completed negotiations for the purchase of the large manufacturing plant of Grill Brothers of Evansville, Ind. The General Cigar Company has also taken over the plant of the Quality Cigar Company in Cincinnati, with a production capacity of twenty-five million cigars.

Two hundred and seventy-six million Manila cigars were imported into the United States during the past year, a gain of fifty-two millions over the previous year. The Manila cigar business has increased at the rate of fifty millions a year since the trade was reorganized and the Philippine Government guarantee stamp was affixed to boxes containing Manila cigars. Charles A. Bond, 609 West 127th Street, New York City, will furnish information to those interested.

The Belmont Cigar Company, with a capital of $50,000, has been incorporated at Belmont, O.

The American Tobacco Company will establish a cigarette factory at Kansas City for the trade in all territory west of the Mississippi River.

The American Cut Rate Tobacco Stores has been incorporated at Louisville, Ky., with a capital of $20,000.

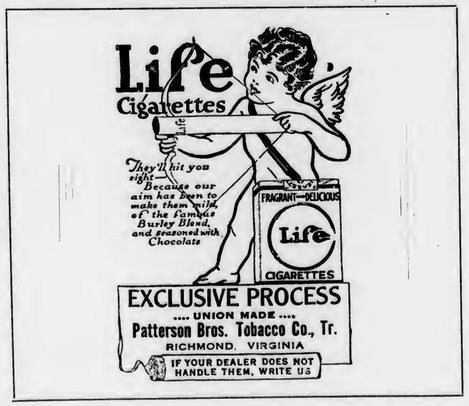
The National Cigar and Tobacco Company has been incorporated with a capital of $50,000 at Memphis, Tenn.

The Flora Tobacco Company has been incorporated with an active capital of $40,000 at 166 Madison Street, New York City. Three hundred and fifty shares of preferred stock will be issued at $100 each and one thousand shares of common stock at no par value.

After a seven months' strike and a shipping tie-up of six weeks, the Porto-Rican American Cigar Company is receiving five million cigars a week, and has approximately twenty million cigars awaiting shipment.

The R. J. Reynolds Company, of Winston-Salem, N. C., is now operating its factories twenty-four hours a day, with a daily product of one hundred million "Camel" cigarettes, and are many millions of cigarettes oversold.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY


Life
Cigarettes
They'll hit you right—Because our aim has been to make them with the of the Famous Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

To All The Trade:
A Merry, Merry Christmas and a Prosperous New Year

AT this time we wish to express our heartfelt thanks and gratitude to our distributors and customers for their loyalty and consideration during a period when we were unable---due to conditions beyond our control---to produce a sufficient quantity of Clear Havana Cigars to meet their urgent needs.

F. LOZANO, SON & COMPANY
TAMPA FLORIDA

Patents Granted In Tobacco and Related Lines

[Full details and specifications of the following patents may be had by addressing THE COMMISSIONER OF PATENTS, WASHINGTON, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.]

1,320,434. CIGAR-BOX HOLDER AND LID CLAMP. William H. Witt, Petersburg, Va., patentee.

A box holder of the character described made of a single length of wire, the wire being bent to provide two parallel portions adapted to clamp a cigar box and its opened lid between them, a coil forming a handle, and a portion extending transversely to the coil and adapted to bear against the lid and preventing lateral swinging movement of the holder on the box.

1,320,926. CIGARETTE CASE. Frederick Roth, Brooklyn, N. Y., patentee.

The combination of a case for cigarettes, of the class described, comprising a holder and cover in interlocked sliding engagement, and a lug for ejecting singly and in consequence the contents thereof through openings in register in said holder and said cover, of an instrumentality for exerting a pressure first, upon the lower end of the row of cigarettes, contained in the holder as one of the same is partly ejected, followed by a pressure upon the upper end of said row as the said cigarette is withdrawn from the case by hand, said instrumentality comprising a four-leaf spring, the ends of the outer leaves of which are bent outwardly.

1,322,648. TOBACCO STICK. George T. Sullivan, Kinston, N. C., patentee.

A tobacco stick comprising a pair of bars, a plurality of spikes carried by each bar in staggered formation and arranged to dispose the spikes of one bar in the center of the lateral spaces between the spikes of the other bar when fitted together, to secure a close lateral spacing between the spikes when said bars are fitted together on the tobacco leaves, thus preventing the loosening and falling out of the leaves by shrinkage in curing; a central spring clamp preventing the bars from separating in the middle, and end resilient clamp rings holding the ends of the stick together and acting as abutments against the tier poles when the stick is placed thereon.

1,322,807. CIGARETTE CASE. Alpha H. Metcalf, Attleboro, Mass., patentee.

In a cigarette case, a body and cover, a hinge connection between the body and cover having a pintle, the back wall of the cover having a cut-away portion, a leaf spring extending over the cut-away portion, means to secure the ends of the spring to said wall so as to leave the central portion of the spring free, and a holding arm having a right angular extension formed with a sleeve through which the pintle passes, said extension being received in the cut-away portion of the back of the body, and having a free edge which bears against the central portion of the spring.

1,321,591. CIGAR-CUTTING MACHINE. Moritz C. Boesch, Perth Amboy, N. J., patentee.

In a device of the kind described, a support to hold a cigar, a shaped knife at one end thereof, a threaded spindle extending longitudinally of said support near the opposite end, a gage in threaded engagement with said spindle, and means holding said spindle slidably connected with said support to permit its instant removal.

1,321,692. CIGAR-BUNCHING MACHINE. Jasper Stanley Winget, York, Pa., patentee.

A cigar bunch rolling machine of the type described, comprising a bed-plate, an apron, a swinging plate carrying a roller extending across the bed-plate for the purpose described, an apron socket spaced at the front end of the bed-plate, a swinging take-up member at the outer side of the pocket space, independent of the apron ends, and engaging the apron between its ends; a bell crank lever having one end operatively connected with the swinging frame and its opposite end with the take-up device whereby the swinging of the frame over the bed-plate to roll the bunch automatically moves the take-up device in the opposite direction, for the purpose of tightening the apron.

1,321,453. CIGARETTE CASE. Simon H. Johnson, New Haven, Conn., patentee.

A cigarette case comprising a box formed with walls, one of the side walls terminating short of the upper end of the box, a 3-armed plunger resting on the bottom of the box, one arm of the plunger projecting outward through one side of the box, the inner arm formed with a hook; a throwing lever pivoted in the bottom of the box in the plane of the plunger, one end of the lever formed with a rounded end to enter the said hook, the opposite end formed with a throwing finger, a spring interposed between the intermediate arm and the throwing lever, an intermediate wall covering said plunger, lever and spring; a slidable cover for said box, and a spring-actuated follower located between the inner faces of the cover and the intermediate wall, and stops on the cover to limit the movement of the follower.

Trade-Marks and Designs Patented

115,758. TOBACCO PRODUCTS Philip Eile, New York N. Y. Use of name "Flor del Noye" for tobacco cigars and cigarettes.

120,991. TOBACCO PRODUCTS. Panteli Hector, Springfield, Mass. Use of name "YD" for cigars.

122,421. TOBACCO PRODUCTS. The American Tobacco Co., New York, N. Y. Use of name "Rajah" for smoking and chewing tobaccos.

122,665. TOBACCO PRODUCTS. Standard Tobacco Co., Inc., New York, N. Y. Use of name "The Strollers" for smoking and chewing tobaccos.

122,806. TOBACCO PRODUCTS The American Tobacco Co., New York, N. Y. Use of name "Gloriette" for smoking and chewing tobaccos.

122,807. TOBACCO PRODUCTS. The American Tobacco Co., New York, N. Y. Use of name "Polar Star" for smoking and chewing tobaccos and cigarettes.

122,856. TOBACCO PRODUCTS. R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Use of name "George Washington" for smoking and chewing tobaccos.

GIRLS who operate Model M Universal Tobacco Stripping and Booking Machine wear happy smiles. Without previous experience in handling tobacco they have become expert operators after a few days' practice. They find the work simple, interesting and not fatiguing. And they take care of their Universals without fear of accidents to themselves or to their machines.

Mr. Cigar Manufacturer, you too will smile when you see Model M Universal, simplifying your labor problem, speeding up production and cutting down costs. Send now for our descriptive catalogue and price list.

UNIVERSAL TOBACCO MACHINE COMPANY

79 Fifth Avenue, New York *Factory: 98-104 Murray St., Newark, N. J.*

UNIVERSAL TOBACCO MACHINE CO., *of Canada, Ltd.*

108 St. Nicholas Bldg., Montreal, Canada

4 Station Road, N. W., London, England
48 Rue Notre Dame de Lorette, Paris, France
5 Rue de Fribourg, Geneva, Switzerland
Kneedler Bldg., 225, Manila, P. I.
Durban, Natal, South Africa
Soerabaya, Java, Dutch East Indies
Buenos Aires, Argentine
10 Pitt Street, Sydney, Australia
Zorrilla 9, Madrid, Spain
Slotsalleen, 3, Slagelse, Denmark

For the generous patronage given us this year the House of the

FAMOUS

44

OVAL

extends to the trade its sincere thanks and appreciation.

May this Yuletide be a Season of Good Cheer for All.

"44"

CIGAR CO., Inc.

PHILADELPHIA

Soda Fountains for Cigar Stores

(Continued from Page 14)

As a matter of fact the Government, in going after taxes (and the Government is not missing much these days), found that there are less than 600,000 outlets for tobacco products in this country whose business amounts to more than $200 a year. And, as we said before, the proportion of cigar stores among this number is less than 25 per cent.

Now the retail cigar dealer may be interested to know that he can get a small fountain for as little as $100. He can get a nice six-foot affair for around $750. And if he has a sockful of money that he has not yet disbursed for various taxes he can spend $1000 or $2000 or as much as he wants.

One advantage that the retail cigar dealer will have is that he can, if he wants to, sell fountain drinks at a profitable price or he can be a regular profiteer and get away with it. Some of the good Christian people in this village, who are so unfortunate as to have to work for a living, have soda fountains. That good old drink sometimes called "coke" used to sell everywhere for five cents. We suspect that it was profitable to all concerned at the price.

Then the dear Government came along and put a penny tax on it, and then our perfectly lovely high-grade merchants who go to church every Sunday, when they are not automobiling or playing golf, got a paper cup that holds about two teaspoonsful more of fizz than the old glass, and gently raised the price to TEN cents, plus the good old cent. And all of these particular men who run these fountains are telling the dear public how anxious they are to reduce the cost of living!

We simply call attention to these facts to show the dealer in cigars that with a soda fountain he will have an opportunity to soak the public as he never had before—if he wants to. Personally we advise against it.

Now if there is any cigar dealer who wants details about soda fountains, if he will write to the editor we will send him prices and catalogues to fit his pocketbook. But don't jump hastily into the matter until you are sure that your location, competition and general space conditions, as well as your trade, warrants it.

The General Cigar Company has declared a quarterly idvidend on preferred stock of one and three-quarters per cent., payable January 2. The United Cigar Stores Company has declared a quarterly dividend of six per cent. on common stock, payable January 2. The Liggett & Myers Tobacco Company has declared a quarterly dividend of one and three-quarters per cent. on preferred stock, payable January 1.

Washington, D. C.

Exportation from Germany of raw tobacco, especially that of domestic production, is forbidden without special license, under an edict issued December 1 by the Minister of Economics, according to a report just received by the Department of Commerce from the American mission in Berlin. Violation of the decree is punishable with imprisonment.

It is stated that no decision has yet been reached regarding export taxes.

C. L. L.

Two National Favorites

HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**

Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**

Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.

NEWARK NEW JERSEY

MAKE quick turnovers by selling Camels-by-the-carton. It never was a riper moment to put over Camels that way—ten packages at once—as it is today!

Start your customers on the buying Camels-by-the-carton habit! Clinch their trade! Keep them smoke satisfied to the last notch, and turn a trick for your own pet cash register!

Customers once sold on the Camel-carton-idea buy that way again and again. They realize how convenient it is to have a good supply around home or the office, or for travelling. And you can't find a better way to make your Camel cigarette sales count up at double quick!

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.

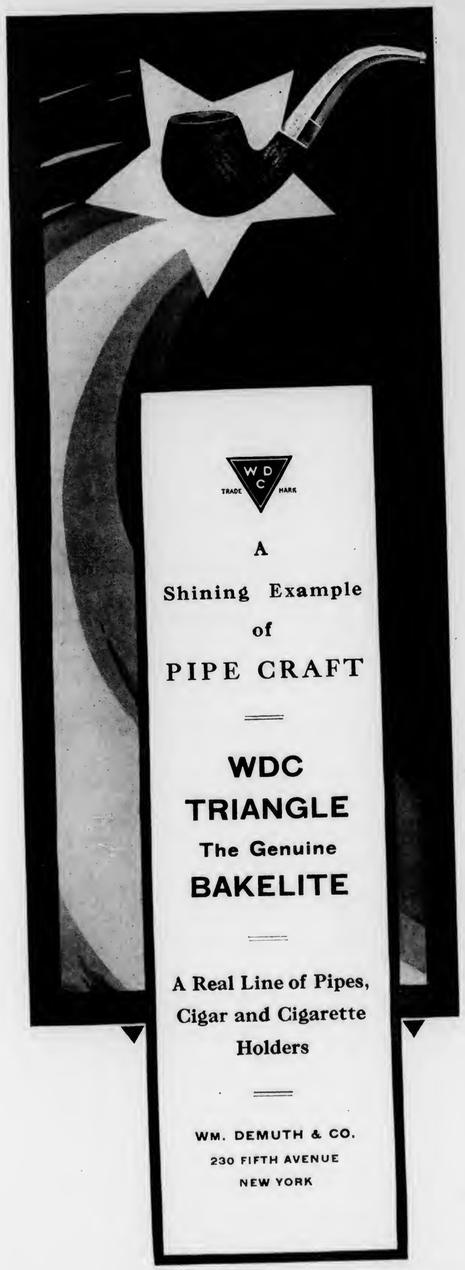
Camel Cigarettes

Greetings to the Trade

AT this Yuletide Season we extend to all, our very best wishes for a Merry Christmas and a Happy New Year. To our loyal customers, who have assisted us in meeting the past conditions, we are deeply grateful and appreciate their generous help.

We are increasing our facilities so that our production in 1920 will be larger, thereby assuring you of more prompt shipments of "BOLD," "TOPIC" and "DISCRIMINATOR" Cigars.

BOBROW BROS., Inc.
Philadelphia Pennsylvania



THE DUTCH MATCH INDUSTRY

THE Netherlands Minister of Finance proposes to amalgamate the existing Dutch match factories into a single company, in the ownership of which the Government would participate to the extent of 1,000,000 florins (about $402,000). The minister has finally settled upon this plan, after having first considered the advisability of imposing a substantial excise duty on matches and after having later considered the practicability of making match-manufacturing a State monopoly. The plan which has finally been settled upon provides that profits above a certain per cent. on the share capital owned by the original owners of the three existing factories, should revert to the State. This plan—for the disposition of surplus profits—has for many years been in operation as respects the Netherlands Bank.

During the last two years of the war the Dutch match factories have suffered greatly from shortage of wood (Canadian poplar is the principal wood employed in normal times) and of phosphorus. As a result of these conditions considerable quantities of matches have been imported during the war, principally from Sweden.

The largest of the four Dutch match factories belongs to the Messrs. J. Kennen and J. L. Wyers. It is capitalized at 400,000 florins (about $160,000) and has a producing capacity of 600,000 boxes per day. It employs about 750 workmen when it is operating at full capacity. The total producing capacity of the four factories is said to be about 1,350,000 boxes per day. The consumption is about 900,000 boxes.

$32,000 ASKED FOR TOBACCO

Washington, D. C.

Thirty-two thousand dollars has been asked by the Bureau of Plant Industry of the Department of Agriculture for the investigation and improvement of tobacco and the methods of tobacco production and handling, according to estimates which have just been submitted to Congress. The money is to be expended during the fiscal year 1921, beginning July 1, next.

This is not a new investigation with the bureau, but one which has been conducted for several years past. During the last two or three years, however, war work and the lack of personnel hampered the department in many of its activities and it was impossible to give this and other investigations the attention which it was felt they deserved. The return to peacetime conditions and the ability again to secure the necessary experts will enable the bureau to take up this investigation along the scale originally planned.

NEW PHILADELPHIA FIRM

The firm of Walter & Goldman has been formed to manufacture cigars, with headquarters at 1729 North Randolph Street, Philadelphia. They will begin business about the first of the year. Leo P. Walter was for many years a member of the firm of Halpern & Walter, and Henry Goldman was manager of factories of the American Cigar Company, and for the past five years has been associated with Kraus & Company of Baltimore. The principal brand will be the "Royal Lancer," a high-class, shade-grown, wrapped Havana cigar, formerly made by the Thebold & Oppenheimer Company.

Rob't Burns

Mild Havana filled Cigar

Nationally Advertised

Have you tried one lately?

General Cigar Co., INC. New York

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

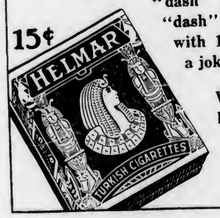
HELMAR
TURKISH CIGARETTES

EVERY mail brings us the strongest voluntary indorsements of Helmar.

Not because they are Helmar — but because Helmar is 100% pure Turkish Tobacco — the Mildest and Best tobacco for cigarettes.

"Bundle" cigarettes, to be sure, contain a "dash" of Turkish — but a "dash" of Turkish, compared with 100% pure Turkish, is a joke.

15¢



We are talking plain but it's the Truth.

Anargyros
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

Leaf Market Jottings

(Continued from Page 12)

tobacco growing section from farmers outside who are paying high prices for lands and leases. The prospects are that more tobacco than ever will be raised next year, and probably bring as high prices as ever. Consumers can put this in their pipes and smoke it, probably at an advance on this year's prices.

In Old Virginia, at Richmond, at a recent sale the receipts of sun-cured leaf amounted to nearly a half million pounds, which sold at prices never before reached, the average being $35 per hundred. Sun-cured wrappers, scarce in the present crop, brought from $55 to $100, several lots going at $75 and $80.

Lynchburg quotes: Large (common), $25 to $29; large (good), $29 to $34; leaf (short), $30 to $37; leaf (good), $38 to $48; leaf (wrappers), $45 to $75.

Danville reports sales for the season, up to December 1, of 23,366,426 pounds, for a total of $13,137,045, or $56.13 per hundred.

In Kentucky, white burley tobacco was introduced in 1869; the main district extends from the Boyd County line on the east to Jefferson on the west, and includes forty-one counties from the central part of the State to the Ohio River. Lexington is the chief burley market in the United States.

Probabilities are that the burley market will not be in full swing much before the last of the month. Predictions are all for prices even higher than the record prices of last year for burley and good prices for dark tobacco.

Late quotations of the maximum prices by the Louisville Tobacco Exchange are: 1918, dark red burley: Trash (green or mixed), $16; sound, $22; lugs, common, $25; medium, $28; good, $32; common leaf, $26 and $32; medium, $35; good, $38; fine, $45.

1918, bright red burley: Trash, $20 and $25; lugs, $30, $32 and $36. Common leaf, $33 and $36; medium, $40; good, $48; fine, $55.

Old burley crop, colory: Trash, $30 to $40; lugs, $48, $55 and $65. Common leaf, $40 and $50; medium, $55; good, $60; fine, $79.

New dark crop: Trash, $12; lugs, $13.50 to $15.50. Common leaf, $16.50 and $17.50; medium and good, $25.

Advices from Dayton, O., state that notwithstanding pools and talks of pools, local packers are securing adequate supplies from all sections of the Miami Valley. The new crop is somewhat stout and heavy; 1918 seed leaf is being bought at 20 cents, and Spanish at 22 cents average. Baltimore quotations for medium to fine red are $21 to $35; good spangled to yellow, $36 to $45, and air-cured prices range all the way from $10 to $37.

TIMELY!

CIGARS, long filler, hand made of clean, sweet, mild Tobacco---Cigars that can be sold at retail at the old prices smokers paid before the war.

Just what every dealer needs in his cigar cases to fill out the stock and to please smokers as regards both Price and Quality.

Manila Cigars

is the answer to every question you have been asking yourself.

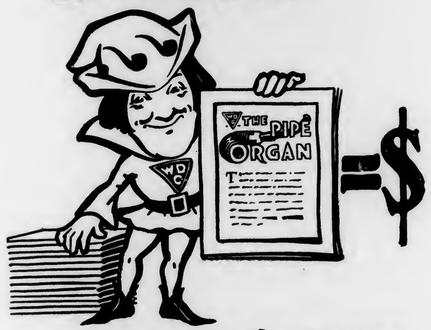
There Is Money In Manilas!
List of Manufacturers & Importers on Application

Manila Ad Agency

CHAS. A. BOND, Manager

Phone, Morningside 6204 — 609 W. 127th St., New York

-and it doesn't cost you a cent



-puts pep in your pipe business

THE PIPE ORGAN is dedicated to the advancement of the retail merchants.

It te'ls a lot about the WDC business and pipe making, but it is not exclusive and covers the entire field of retail selling.

It is yours for the asking. Just stick this coupon on one of your letterheads and send it to us. After that you will receive The Pipe Organ every month.

Some of the WDC Brands of Pipes:

just stick this on your letter head

Brighton	Milano Special
Derby	Morocco
Genova	Stratford
Hand Made	Stratford Special
Hand Made Special	Turin
Highest Grade	Triangle Bakelite
Lucerne	Wellington
Milano Extra	Windsor

I want the PIPE ORGAN

WM. DEMUTH & CO.
230 FIFTH AVE. NEW YORK

Educational Propaganda Only

Washington, D. C.

SOMETHING new—a board of public morals that does not contemplate an attack upon tobacco!

The Board of Temperance, Prohibition and Public Morals of the Methodist Episcopal Church, despite its terror-striking name, is going to restrain its efforts to "approval of proper education of the public to a realization of the harmful effects of the use of tobacco, and the prohibition of the sale of tobacco in any form to minors," and does not contemplate any attempt to prohibit the production, sale or use of the weed.

So anxious was the board that its quasi-approval of tobacco be not confounded with the attempts that are being made by other organizations to secure work for prohibitionists out of a job that at its recent meeting in Washington, "because of the many misrepresentations which have been an imposition upon the public," according to its committee on public policy, the following resolution was adopted:

"The Board of Temperance, Prohibition and Public Morals of the Methodist Episcopal Church, while approving all proper efforts to educate the public to a realization of the harmful effects of the use of tobacco, and approving the prohibition of the sale of tobacco in any form to minors, hereby places on record the fact that it recognizes the fundamental difference between the traffic in tobacco and that in alcoholic liquor, which had been declared by the courts to be responsible for most of the insanity, pauperism and crime and to have no such thing as Constitutional rights, and the Board further places on record the fact that it does not contemplate any attempt to prohibit the production, sale or use of tobacco except as above indicated."

TOBACCO PAPER FOR CONSUMER

Washington, D. C.

Headquarters have been opened in this city by the National Tobacco League of America, and the fight of tobacco users to protect their weed from the sad fate which recently overtook one formerly well known J. Barleycorn is now on. Recent public utterances of persons prominent in the prohibition fight who are now out of work that tobacco appears to be a fertile field for the professional reformer led to the organization of an opposition body.

Prominent in the league are a number of well known Washington business men, among them Walter A. Brown, former president of the Board of Trade; John Poole, president of the Federal National Bank; Colonel John McElroy, editor and owner of the National Tribune; Henry H. McKee, president of the National Capital Bank; General F. C. Ainsworth and Ross P. Andrews.

The organization will publish an official organ, known as the Defender, the purpose of which will be to weld into a concrete organization the tobacco consumers of the country.

The Gunning Cigar Company of Chillicothe, O., has increased its capital stock from $50,000 to $100,000, and has taken a lease on the building formerly occupied by the Drummond Automobile Company.

A Merry Christmas
and a
Happy and Prosperous
New Year to You All

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306 NO. THIRD STREET, PHILADELPHIA

A Candy Side Line

(Continued from Page 8)

Developing a regular candy business is a very different thing from carrying a side line of this self-selling confectionery mechandise. In the former case you are going after the trade of people who are out to buy candy, who perhaps are not smokers at all. In the latter case, you are planning to get all the extra sales you can without increasing the cost of doing business. You are selling in one case to the whole public, and in the other to your customers, to those who have come into the store because it is a cigar store.

In pushing the side line you are doing it without sacrificing the interest on your main line and without in any way throwing the main interests of the store into the background. If you go into the candy business more extensively, and you may see a day when that looks to you like a good proposition, then you have to sacrifice somewhat on the one hand as you build up on the other.

There is everything in favor of your getting a share of the business on the popular priced self-selling package candies and there is no real reason for not adding such goods. They are men's goods essentially and as for their selling for nickels and dimes, nobody who has ever seen the Woolworth Building is going to laugh at the business that comes in in the form of nickels and dimes.

NEW PACIFIC FREIGHT RATES

Washington, D. C.

New freight rates between Atlantic and Gulf ports of the United States and Kobe and Yokohama, Japan; Hong Kong and Shanghai, China, and Manila, Philippine Islands, by direct steamers, have just been announced by the Emergency Fleet Corporation for the United States Shipping Board.

The general cargo rates are $1.12 per hundredweight or 62½ cents per cubic foot, at ship's option. There are a number of exceptions to these rates, including tobacco in hogsheads, on which a rate of $3.12½ per hundredweight is named.

Unmanufactured tobacco in bales or hogsheads is also made an exception to rates quoted for other commodities to Christiania, Copenhagen, Gothenburg, Trondhjem, Bergen and Malmo. Exporters of this merchandise from North Atlantic ports must apply to the Emergency Fleet Corporation for special rates thereon.

STRICTLY FOR MEDICINE

Up in Lancaster County, in cleaning out a cupboard, a woman found four quarts of apple brandy at least ten years old, and the newspaper says that they will be kept strictly for medicine. Why should it be kept when people are dying with thirst?

"Like Old Mother Hubbard, who went to her cupboard,
To quench her terrible thirst;
But when she got there, the cupboard was bare,
Her old man had got there first."

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Burma Tobacco

A RECENT supplement published by the "Indian Trade Journal" reviews the situation in the tobacco industry in British India. The article is in part as follows:

"There are two principal species of tobacco in India, viz., *Nicotiana tabacum* and *Nicotiana rustica*. The former is the common tobacco of India, being grown all over the country. It is apparently the only species cultivated in the Peninsula, and forms the most important source of the tobacco of commerce. The latter—the yellow-flowered tobacco—is widely cultivated in Bengal, Assam, the Punjab, and also in Kashmir. In some districts of the Punjab and also in Purnea (Bihar) it is said to be supplanting the cultivated forms of *Nicotiana tabacum*, while it is the prevailing species in the damper soils of the southern portion of the tobacco growing district of Rangpur (Eastern Bengal). This species is smaller than *Nicotiana tabacum*, but hardier. It requires shorter time to come to maturity, but it is said to give a higher yield than *Nicotiana tabacum*. The most noticeable difference between the leaves of the two species is that the leaves of *Nicotiana rustica* are stalked.

"The cultivation of tobacco is very widespread in Burma. The two main varieties are called "Burmese tobacco" and "Havana tobacco." Of the Burmese tobacco there are two main varieties—"Seywet-gyi," the large-leaved variety, and "Seywet-gyun," a smaller-leaved variety with pointed leaves. The former yields a heavier crop, but the latter gives better quality. There is always a great demand on the market for both the Havana and the Burma tobacco. The smooth leaves of the Havana plant are used for the wrappers, and the coarser Burmese leaf for filling.

"The most important tobacco tracts in British India are: (1) the Coimbatore and Dindigal tract of Madras, where the *Usi-Kappal* and *Wara Kappal* varieties are largely grown, the former supplying the Trichinopoly cigar; (2) the Godavari Delta of Madras; (3) the Rangpur tract of Bengal; (4) the Bihar districts of Bihar and Orissa; (5) Guzerat in Bombay, and (6) the delta tract of Burma."

The number of acres cultivated in 1917-18 is 1,014,862, a slight decrease from the acreage of 1914-15. The bulk of the Indian tobacco is consumed locally, but there is an increasing export trade with England, France and Holland. The principal cigar and "Madras cheroot" trade has been with the Straits Settlements.

"Prior to the war, Zanzibar and Pemba and German East Africa were the chief customers for Indian cigarettes. The effect of the war was to divert the bulk of the exports to the Persian Gulf, which absorbed 138,390 pounds out of 169,817 pounds exported from India in 1918-19, against nil in 1913-14. Persia, Bahrein Islands, and Zanzibar and Pemba are the other chief customers of India at present, in order of importance.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

KOONTZ'S BEST:—41,456. For cigars. November 14, 1919. Earl D. Koontz, Monona, Iowa.

ARMSEA:—41,459. For cigars. November 20, 1919. Rosemar Cigar Co., Boston, Mass.

THOUGHTSEASE:—41,462. For cigars, cigarettes, cheroots and tobacco. November 24, 1919. Pasbach-Voice Litho. Co., New York City.

ARTABAN:—41,463. For cigars, cigarettes and tobacco. November 24, 1919. F. M. Howell & Co., Elmira, N. Y.

LA PENDIENTE:—41,464. For all tobacco products. November 25, 1919. The Moehle Litho. Co., Brooklyn, N. Y.

SOUTH FLORIDA CIGAR CO.:—41,465. For cigars, cigarettes, cheroots and tobacco. December 1, 1919. Joseph Scaglione, Jr., Tampa, Fla.

FRIENDSHIP:—41,467. For cigars, cigarettes and all tobacco products. November 17, 1919. K-G Cigar Co., New York City. Trade-mark claimed to have been in use for many years by the S. R. Moss Cigar Co., who assigned it to Kraus & Co., Inc., Baltimore, Md., from whom title was derived by registrant by a transfer dated November 13, 1919.

TAMPA AGE:—41,468. For cigars. October 27, 1919. Charles Howard Pent, Tampa, Fla.

RING LARDNER:—41,469. For all tobacco products. December 2, 1919. American Litho. Co., New York City, N. Y.

TRANSFERS

DANIEL DEFOE:—16,151 (Tobacco Leaf). For cigars. Registered March 29, 1894, by L. E. Neuman & Co., New York City. Transferred to Consolidated Cigar Corp., New York City.

GRAN ESTILO:—36,203 (U. R. B.). For cigars, cigarettes and tobacco. Registered December 28, 1910, by Julius Bien Co., New York City. Transferred to C. B. Henschel Mfg. Co., Milwaukee, Wis., November 26, 1919.

BESGRADE:—41,402 (T. M. A.). For all tobacco products. Registered October 22, 1919, by George Schlegel, New York City. Transferred to G. Linker, Brooklyn, N. Y., December 2, 1919.

LEONIDAS:—16,559 (Tobacco Journal). For cigars. Registered October 9, 1894, by L. E. Neuman & Co., New York City. Transferred to Pasbach-Voice Lithographing Co., New York City, November 28, 1919.

KING OF CUBA:—23,354 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 12, 1900, by Lagora Fee Co., Detroit, Mich. By various transfers acquired by Cole Litho. Co., Chicago, Ill., October 14, 1919. Re-transferred to Independent Cigar Factory, Chicago, Ill., November 18, 1919.

LOS RAMOS:—16,952 (Tobacco World). For cigars, cigarettes and cheroots. Registered January 13, 1909, by Wm. Steiner Sons & Co., New York City. Was transferred to Cole Litho Co., Chicago, Ill., November 25, 1919.

APACHE KID:—23,568 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered December 20, 1900, by G. Merz & Son, Chicago, Ill. Transferred to the Moehle Lithographic Co., Brooklyn, N. Y., October 24, 1919.

CELIA GRANDA:—41,452 (T. M. A.). For all tobacco products. Registered November 18, 1919, by the Moehle Lithographic Co., Brooklyn, N. Y. Transferred to D. Wolf & Son, Brooklyn, N. Y., November 25, 1919.

BUNDLE RUFFS:—41,451 (T. M. A.). For all tobacco products. Registered November 20, 1919, by American Litho. Co., New York City, N. Y. Transferred to Union-American Cigar Co., Pittsburgh, Pa., November 24, 1919.

The Gonzalez Lopez Cigar Company has been incorporated with a capital of $10,000 at 10 East 111th Street, New York City.

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